12/1/39
Study

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 11

DECEMBER 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15¢ the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in [illegible]

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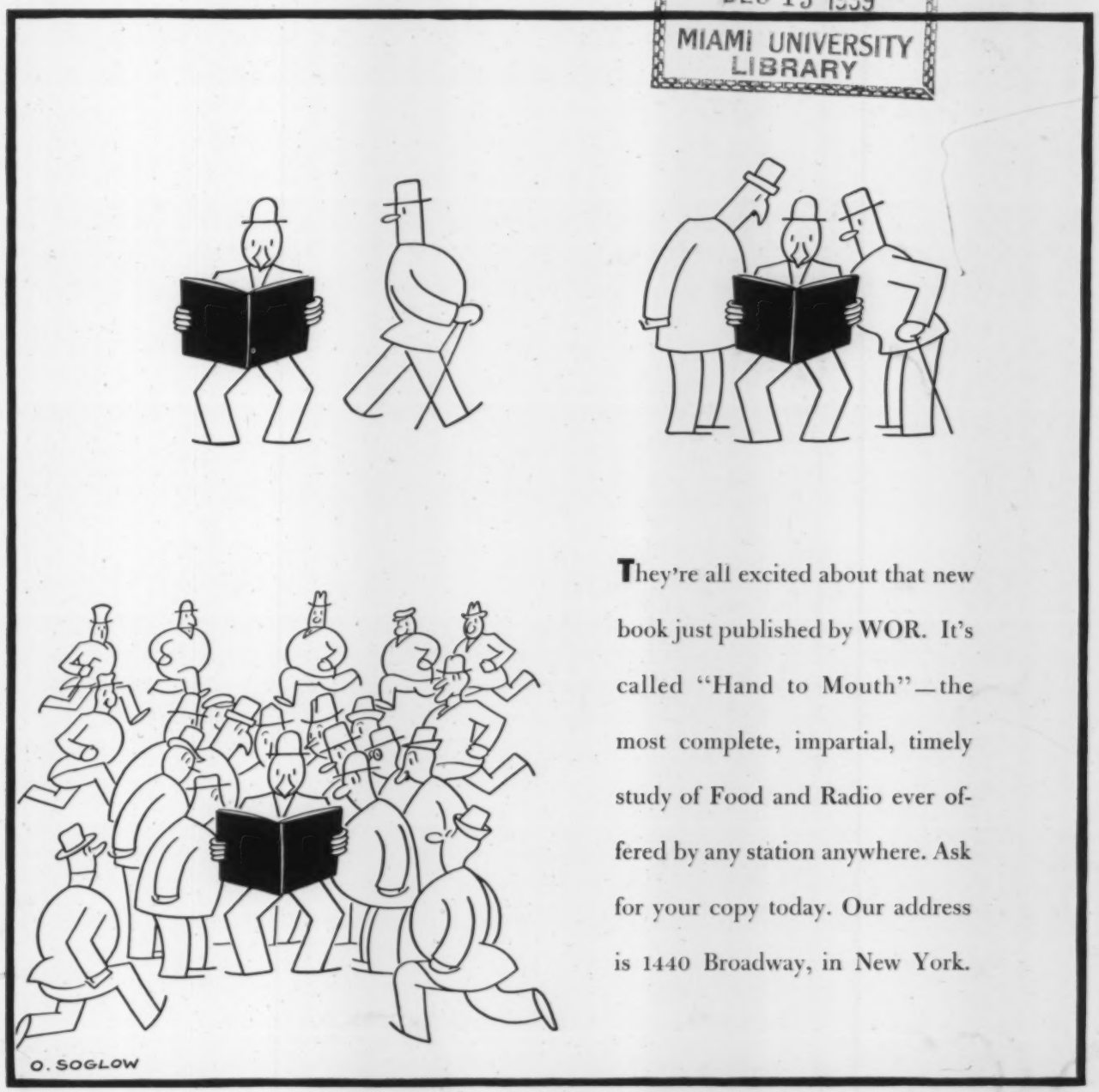


They're all excited about that new book just published by WOR. It's called "Hand to Mouth"—the most complete, impartial, timely study of Food and Radio ever offered by any station anywhere. Ask for your copy today. Our address is 1440 Broadway, in New York.

XUM

Each year, since 1930, WLS has published a booklet about the station — its personnel, activities, etc. Entitled the "Family Album," the booklet is made available to listeners at 50c, and an average of 43,000 copies are so distributed each year — 426,000 of them in 10 years.

This, we think, is a further indication of the consistent interest and loyalty listeners have for WLS and its people. It illustrates in part, too, an interest that is reflected in the response advertisers get from their broadcasts on WLS.

The 1940 Album is now ready for distribution. Already there is evidence listeners are waiting for it with as great enthusiasm as ever. They listen to WLS — and they act!

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*

N. B.—*To advertisers, agencies and our friends in the industry, we'll be glad to send copies of the 1940 Album, with our compliments. Just write WLS, Chicago — or ask any John Blair man.*

★JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco* ★

COVERING NEW ENGLAND IS NOT A CHRISTMAS LEGEND

COMPLETE coverage of New England in one night is NOT a Christmas legend. Advertisers using the Yankee Network do it every night!

Your sales message can be a guest in thousands of New England homes in all of the 18 important trading areas that make up the complete six-states market—the market where total accountable income is $568 per capita, or 18.6% higher than the national average. It will be a welcome guest in these homes because of loyal listenership to the Yankee Network's 18 local stations.

It is this kind of acceptance—this kind of coverage that builds sales volume. These advantages are obtainable only thru the Yankee Network.

WNAC	Boston	WNBH	New Bedford
WTIC	Hartford	WHAI	Greenfield
WEAN	Providence	WBRK	Pittsfield
WTAG	Worcester	WLLH	Lowell / Lawrence
WICC	Bridgeport / New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WCOU	Lewiston / Auburn
WLBZ	Bangor	WSYB	Rutland
WFEA	Manchester		
WSAR	Fall River		

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WWJ *and* Austin Grant *Have Created a New* "Spot" *in* DETROIT

HERE'S NEWS as Detroiters like it—with Austin Grant at the microphone of WWJ. It's a *new* "spot" newscast, 1:50 to 2 P. M., Monday through Friday, over the favorite station in America's Fourth City. But the voice of Austin Grant is not new to Detroiters. He has been bringing them the "late flashes" every weekday morning for months, under the sponsorship of Thom McAn shoes. Some idea of his popularity on this early morning newscast, 7:45 to 8 A. M., may be gained from the following:

In October, this year, the Hooper-Holmes Bureau made a survey of the 7:45 to 8 A. M. audience in Detroit. This survey showed *56.8% of all those listening were tuned to WWJ and Austin Grant!* THAT'S 13.6% MORE THAN WERE LISTENING TO THE OTHER FIVE LOCAL STATIONS COMBINED!

This new 1:50 to 2 P. M. Grant newscast is now available for sponsorship. With news broadcasts as well listened to as they are these days this program offers advertisers one of the most desirable "spots" available in the great Detroit market. *Wire or phone for details immediately!*

Now Available for Sponsorship

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

RIP OFF THE MASK!

and find *triple* proof of what a low-cost radio program did for its sponsor in six months...

ON CBS

THE POWER OF RADIO... *unmasked!*

ACTUAL STORE INVENTORIES

show an 88.0% increase in sales due to Radio—and Radio alone!

EVERY obscuring detail was ripped away. The program was put through the stiffest cross-examination research could devise. The client asked for it; wanted to measure exactly the sales impact of his CBS program *apart from all his other sales efforts.* It took everything in the research book to do it: actual *store* inventories, *home* inventories, personal interviews and coincidental telephone calls. *All* these were used by Crossley, Inc. And this is how they did it:

SLEUTHING at the counter! The biggest and toughest job was an exact measurement of the impact of this program *at the dealer's counter.* The client made it possible by choosing, for Crossley, two major markets in which all his sales factors were exactly comparable *except* for radio; his program was heard in one market, not in the other. Here's how perfect a pair of marketing research scales the client picked:

MARKET A		MARKET B	
Population	149,900	Population	127,412
Retail Sales*	$15,928,000	Retail Sales*	$15,034,000
Retail Outlets*	506	Retail Outlets*	497

**In this sponsor's field.*

And remember: all sales and advertising efforts of the sponsor were identical in both markets *except* for radio. *CBS alone made the difference!* Crossley measured this difference by taking actual store inventories on the sponsor's product week after week, for a full month. In exactly the same type of stores in both cities. In enough stores to be representative of *all* the stores in both cities. And this is what Crossley found:

188 UNITS OF SALE PER WEEK IN AVERAGE STORES IN **RADIO** MARKET

100 UNITS OF SALE PER WEEK IN **NON-RADIO** MARKET

For every 100 units of sales in average stores in the *non-*radio market, Crossley found average stores in the *radio* market selling 188 units. An increase of 88.0% due to CBS!

CBS alone made the difference!

. . . AMONG LISTENERS ONLY

sales are 81.5% higher than the nearest competitor's (but only 6.5% higher among non-listeners)

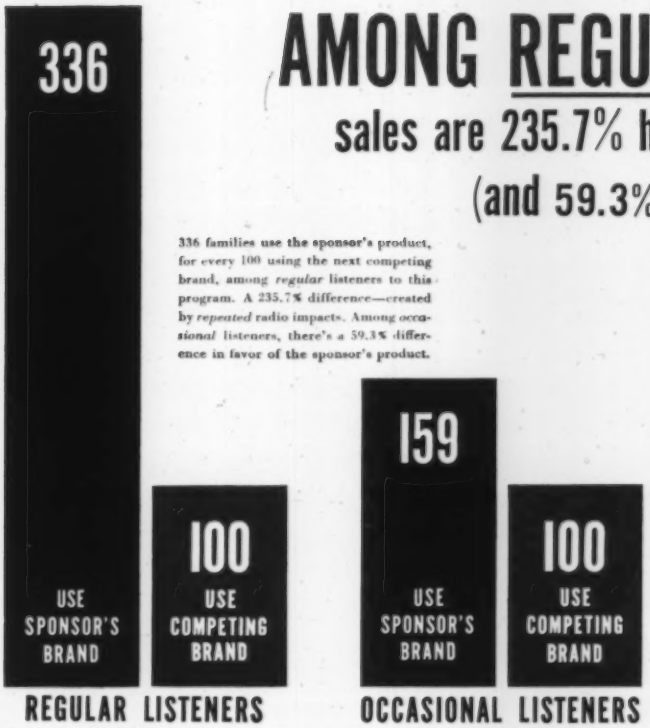
DOUBLE CHECK: Moving in from total markets (where they found an 88.0% sales-increase *created by radio*) Crossley's investigators then checked the use of the product in the radio market alone; among families *known* to have heard the program, and families who *never* heard it. They found these families by coincidental telephone calls and by personal interviews: two test groups comparable in every way *except* for listening to this program. *And for their use of the sponsor's product!* When Crossley inventoried the *pantry* of each family they unmasked this striking competitive situation—due to radio alone. (See chart, right)

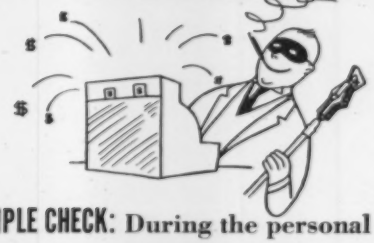
195 families use the sponsor's product, for every 100 using the next competing brand, among *known listeners* to this program. An 89.5% increase — due almost entirely to radio alone! For among non-listeners, for every 100 families who used the next brand, 105 used the sponsor's product — only a 6.5% increase.

AMONG REGULAR LISTENERS ONLY

sales are 235.7% higher than the nearest competitor's (and 59.3% higher among occasional listeners)

336 families use the sponsor's product, for every 100 using the next competing brand, among *regular* listeners to this program. A 235.7% difference—created by *repeated* radio impacts. Among *occasional* listeners, there's a 59.3% difference in favor of the sponsor's product.





TRIPLE CHECK: During the personal interviews, each "listening" family told Crossley whether it heard the program *regularly* or *occasionally*. The use of the sponsor's product was then checked in these two groups of families —exactly comparable in every way *except* for listening *regularly* or *occasionally*. The chart on left shows what Crossley found.

MORE DETAILS ➡

THE MASK IS OFF...

It's seldom that an advertising medium is subject to the triple cross-examination reported on the preceding pages. Not often is every obscuring detail ripped so completely away. But radio, as you see, didn't mind at all. And now that all the facts are in, there's only this to add:

The entire ambitious study was focussed on a CBS program on the air *only six months prior to the tests.*

At no time did this program "rate" more than an *average-sized* audience for its type of show.

And its talent cost was below average.

The results of this program were average, too... *for radio.* There's nothing unique in this CBS "success-story" except for the care with which the power of a program was isolated and measured for its sponsor. *The results were there* whether "measured" or not. And the results continue, for the sponsor is still with us on the air.

Who is the sponsor? Sorry, but he asked us not to tell. You know how clients are. When they hit on as successful a sales strategy as this, they're not prone to shout about it. So, while we've cheerfully unmasked, in every detail, radio's full sales-impact we've promised not to unmask our sponsor.

The Columbia Broadcasting System

485 MADISON AVENUE • NEW YORK CITY

50,000
WATTS

820 ON
THE DIAL

POWER *plus* RECEPTIBILITY

WHAS reaches one of the largest audiences in the Middle West because it broadcasts with the maximum power (50,000 watts) on a wave-length (820 kilocycles) which insures clear reception. Within the primary area served by WHAS there are 5,039,828 people who spent, last year, a total of $1,296,831,000 in retail outlets. Sell YOUR product to the buyers of this territory through the station whose signal permeates the market with the greatest power and clarity . . .

WHAS

BASIC CBS OUTLET

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

Owned and Operated by The Courier-Journal and The Louisville Times

DEPENDABILITY

THE following inscription from Herodotus is carved on the New York Post Office: "NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT, STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS."

This might well be the motto of the Hooper-Holmes full-time inspectors, for our clients have learned that regardless of conditions, this Bureau delivers its full quota of reports on the day they are promised.

On the very day we recently started a survey in Wisconsin the newspapers carried the story of an unexpected blizzard with drifts 10 to 15 feet deep. In part of the state 197 inches of snow fell—breaking all records. But, we delivered to our client his full quota of reports.

About the same time one of our men wired from Utah that about 30% of the homes in one county he was assigned were quarantined for Mumps, Chicken Pox and Whooping Cough. But again we did not disappoint our client.

And, from northern Georgia another man reported that he had to be hauled out of ditches twice in one day. Heavy rain had complicated the job.

Hooper-Holmes keeps all promises of completion of field research surveys because our men are constantly getting information as a matter of routine and are always available.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

"COME ON IN, MY FRIENDS, AND TEST
THIS NEWEST SOUND THAT'S FAR THE BEST"

ORTHACOUSTIC

—gives transcribed programs that Live Talent Touch!

"I can truthfully say that I have never heard a transcription with any better quality than the new Thesaurus transcriptions"

That's the way Merle Tucker, Manager of KSAL, Salina, Kansas, described the new RCA-NBC Orthacoustic Transcriptions recently sent to NBC Thesaurus subscribers. His is just one of the many enthusiastic letters we've received.

And you'll agree with Mr. Tucker when you hear these new Orthacoustic Transcriptions compared with the ordinary type. For they give every transcribed program a new "lift." Words sparkle with life. Music takes on new warmth and color. Programs really *live!*

Orthacoustic Transcriptions literally sound like live broadcasts. Distortion is reduced—background noise eliminated.

You can give your recorded programs that Live Talent Touch by communicating with us today. We promise you—when you hear these Orthacoustics you'll think you're right in the broadcast studio!

What Other Users Think of New RCA-NBC Orthacoustic Transcriptions

"as good as local studio pickup"
"complete absence of surface noise"
"clarity exceptionally good"
"a distinct improvement in quality"
"another major improvement in NBC THESAURUS library service"
"improved quality with less surface noise"
"ORTHACOUSTIC records greatly increase the quality, brilliance and naturalness of tone"
"absolutely no distortion"
"considerably above anything we have ever heard before"
"the new type of recording is a decided improvement"
"the NBC ORTHACOUSTIC Transcriptions are everything you promised"
"the quality is so far superior . . . we are anxious to receive enough of them so we can use nothing but ORTHACOUSTIC"
"improved quality and better performance"
"have met with very fine approval from our listeners"

The New RCA NBC

ORTHACOUSTIC TRANSCRIPTIONS

— the truest recorded sound you've ever heard!

ELECTRICAL TRANSCRIPTION SERVICE • NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service • RCA Bldg., Radio City, New York; Merchandise Mart, Chicago; Sunset & Vine, Hollywood

WITHIN THE "GOLDEN HORSESHOE"

WHERE SOAP SELLERS CLEAN UP

$24,000,000 EVERY YEAR

Talk about cleaning up! Soap sales alone take $24,000,000 annually from the gold mine that surrounds WJR in Detroit and WGAR in Cleveland. Within this free spending market, housewives buy more than twenty-nine million pounds of toilet soaps, more than one hundred eighty million pounds of laundry soaps (including chips and flakes) . . . a greater total than any single state except New York. Our annual grocery bill runs nearly three quarters of a billion, our drug stores ring up a hundred million dollars, our motorcar registrations exceed the combined total of the nation's three largest cities. Yes, it's a great market . . . and with two great radio stations to help sell your wares, here's your chance to clean up too!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

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Inspired by the recent statement of Assistant Attorney General Thurman Arnold in charge of the Department's anti-trust division, regarding illegal labor practices, Mr. Rosenbaum outlined to the Department the factors involved in radio's enforced employment of musicians.

At the Conference

Following the conference, Mr. Rosenbaum said: "By reason of the many inquiries received from affiliates regarding the effect of the Arnold letter on the current AFM-IRNA situation, a conference took place Nov. 29, between Samuel R. Rosenbaum, chairman of IRNA, and members of Thurman Arnold's staff in the Department of Justice. No effort was made to bring the Department into the situation, but merely to learn what its attitude might be in the event the industry and AFM do not arrive at a satisfactory understanding. As expected, the Department declined at this time to express any views in advance of a specific case being brought before it."

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IRNA Asks Autonomy

The musicians refused to give way at all on this fundamental issue of increased employment, despite reminders from the broadcasters that the union had done little to force similar absorption of musicians by the motion picture industry, which through the introduction of sound pictures threw countless theatre orchestras out of work, whereas radio, a new industry, had created a new field of employment for AFM members.

Aside from this, the networks' main point of insistence was that the union make some adjustment between the autonomies of its national and local bodies. After signing the national agreement, they said, they found themselves bound not only by its provisions but also by the added restrictions of the local union in each city where key stations are located.

Breakoff of the IRNA-AFM conferences came only after two lengthy sessions (Nov. 20 and 23) had failed to disclose any common ground on which discussions could be based. On Nov. 17 the IRNA board met alone and with network representatives to discuss the answer to be given to the AFM demands (an additional $1,500,000 per year, amounting roughly to a 50% increase in present expenditures for musicians by network affiliates). Present at this meeting were: Mr. Rosenbaum; H. K. Carpenter, WHK; Ed. Craney, KGIR; Walter Damm, WTMJ; Mark Ethridge, WHAS; I. R. Lounsberry, WGR-WKBW; Paul W. Morency, WTIC; Gene O'Fallon, KFEL, and John Shepard 3d, Yankee Network, for IRNA; Lenox R. Lohr and Mark Woods, NBC; Edward Klauber, Lawrence Lowman and Joseph Ream for CBS and Theodore Streibert for MBS; with J. L. Miller, NAB, as observer.

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Dozen Regional Stations Given Power Boosts to 5,000 Watts

IN A SUDDEN burst of speed, the FCC Nov. 27 granted a dozen regional stations increases in power to 5,000 watts fulltime, in accordance with the new classification of stations which became effective Aug. 1.

Five stations on 1330 kc. were increased horizontally, along with two on 630 kc., plus individual increases on other channels. Stations granted construction permits for the 5 kw, night power are:

WMAL, Washington (now operating with 500 watts day, 250 watts night); WSPD, Toledo; KLZ, Denver; WIP, Philadelphia; WPRO, Providence; WTAQ, Green Bay; KSCJ, Sioux City, Ia.; KGB, San Diego; WDRC, Hartford; WSAI, Cincinnati. Granted license modifications for 5,000 watts, fulltime were KFPY, Spokane, and KGIR, Butte.

In addition the FCC authorized KFDM, Beaumont, Tex., operating on 550 kc., to increase its night power from 500 watts to 1,000 watts. KHSL, Chico, Cal., was authorized to increase its power from 250 watts to 500 night and 1,000 day. KRKD, Los Angeles, was authorized to increase night power from 500 to 1,000 watts on 1120 kc.

At its Nov. 20 meeting the FCC authorized KPDN, Pampa, Tex., to increase from daytime to unlimited time on its present frequency of 1310 kc. with 100 watts. KGFL, Roswell, N. M., was authorized to use fulltime in lieu of specified hours on 1370 kc. with 100 watts.

Authorized Nov. 20 to increase night power to 250 watts were WHMA, Anniston, Ala.; WGIL, Galesburg, Ill.; WMEX, Boston; KTRI, Sioux City, Ia.; KDRO, Sedalia, Mo.; WCOS, Columbia, S. C.; KTSM-WDAH, El Paso, Tex. On Nov. 27 the same grants were made to KGVB, Great Bend, Kan.; WHUB, Cookeville, Tenn.; WHKY, Hickory, N. C.

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Five stations on 1330 kc. were increased horizontally, along with two on 630 kc., plus individual increases on other channels. Stations granted construction permits for the 5 kw, night power are:

WMAL, Washington (now operating with 500 watts day, 250 watts night); WSPD, Toledo; KLZ, Denver; WIP, Philadelphia; WPRO, Providence; WTAQ, Green Bay; KSCJ, Sioux City, Ia.; KGB, San Diego; WDRC, Hartford; WSAI, Cincinnati. Granted license modifications for 5,000 watts, fulltime were KFPY, Spokane, and KGIR, Butte.

In addition the FCC authorized KFDM, Beaumont, Tex., operating on 550 kc., to increase its night power from 500 watts to 1,000 watts. KHSL, Chico, Cal., was authorized to increase its power from 250 watts to 500 night and 1,000 day. KRKD, Los Angeles, was authorized to increase night power from 500 to 1,000 watts on 1120 kc.

At its Nov. 20 meeting the FCC authorized KPDN, Pampa, Tex., to increase from daytime to unlimited time on its present frequency of 1310 kc. with 100 watts. KGFL, Roswell, N. M., was authorized to use fulltime in lieu of specified hours on 1370 kc. with 100 watts.

Authorized Nov. 20 to increase night power to 250 watts were WHMA, Anniston, Ala.; WGIL, Galesburg, Ill.; WMEX, Boston; KTRI, Sioux City, Ia.; KDRO, Sedalia, Mo.; WCOS, Columbia, S. C.; KTSM-WDAH, El Paso, Tex. On Nov. 27 the same grants were made to KGVB, Great Bend, Kan.; WHUB, Cookeville, Tenn.; WHKY, Hickory, N. C.

AFM Strike Threat Calls for Industry Action—*An Editorial*

DOLLAR-GRABBERS, who apparently never heard of the "killing the goose" legend, are snapping at the broadcasting industry's heels. The musicians, with a grandiose gesture, have called off all bets with IRNA and threaten a strike of network musicians Jan. 17. RCA-Victor wants an average of $167 monthly from stations to perform its records, effective Dec. 1, in a move of doubtful judgment. ASCAP renewals are just around the corner, with its headmen using the "you guess" technique. And the line continues to grow.

If ever teamwork — and headwork — were needed, it is now. Instead, we find IRNA itself in a state of virtual collapse, backed only by some 80 of the 350 affiliates. Many broadcasters who apparently have forgotten the musicians' strife of two years ago, are ho-humming. Feeling about Broadcast Music Inc., which the industry only a short-time ago adopted as the solution of the ASCAP problem, appears none too enthusiastic.

All of the problems are immediate. This is no time to sit back and let George do it. The IRNA George's—Rosenbaum, Ethridge, Morency, Norton, et al—apparently are pretty well fed up, and justifiably so. The attitude that the musicians' problem is purely a network affair is foolish. Although the AFM threats, both actual and implied, may be illegal, particularly in the light of the recent labor investigations of Assistant Attorney General Thurman Arnold, it takes time to litigate. Jan. 17 isn't far off. There are such things as secondary boycotts, sympathy strikes, which have been used in other industries.

We know, along with practically all broadcasters that the current musicians' contract has been a miserable flop. We believe it was procured under duress, resembling ASCAP tactics, and that there is no justification, legal, technological or otherwise, for it. We believe it is a perfect example of what Assistant Attorney General Arnold classified as unlawful union activity—an unreasonable restraint "designed to compel the hiring of useless and unnecessary labor". We think there should be legal action.

But the remedy can't be supplied by lethargy. If the industry is willing to face a strike, then the industry should get together and decide that point. The networks and the affiliates must act cooperatively. The independents must be considered, lest they be affected by efforts against performance of transcriptions and recordings.

Two years ago, when IRNA was formed because the old NAB was innocuous, it did the best job it could on the musicians' situation. A strike was averted. Now the same issue arises, except that IRNA appears practically non-existent. The networks, rather than face such a crisis, can be expected to negotiate on their own. Unless the affiliates take a position, through an authorized group, they may find themselves on the short end. And we again will hear the plaint of having been "sold down the river".

The phonograph record plight of independents is almost equally as important at the moment. We feel RCA-Victor, despite the extenuating circumstances it claims, is unwise, to say the least, in its insistence upon collection of royalties at this stage, when its rights have not been established and litigation is still pending. Its proposal to refund fees, should the courts finally resolve against it, does not ameliorate the situation. It admits the rates proposed are "experimental", but once they are paid, the die is cast and a precedent is established. Moreover, it is futile to expect radio's ill-fed one-third, who are most dependent upon records, to pay to a single recording company such fees as proposed.

Under the circumstances, the discreet move for stations is to abstain from performing Victor and Bluebird records until the rights on all sides are finally established. RCA, we believe, is moving prematurely. The generous move would have been for it, along with other record manufacturers and the performing artists, to declare a moratorium until there is a final court adjudication.

In appraising the overall situation we find that radio history marches on—but in the same groove. The opposition is scoring runs on the industry's errors of commission, errors growing out of an unwillingness to work out their problems until they become crises.

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union's demands by pointing out the shortcomings in the present agreement and suggesting that since it would be impossible for the stations to comply with the union's new demands the drawing of new contracts be made a local rather than a national matter, with the terms of each new contract to be worked out between individual broadcasters and local unions.

Only a Sideline

Major objections to the present agreement were that it had failed either to improve the local program structure and produce more saleable programs or greatly to relieve unemployment among musicians as the union had argued before its adoption in 1937. "Only in rare and exceptional cases," IRNA stated, "have any stations succeeded in selling to local advertisers any programs produced by local staff musicians. In many cases the quality of the music was judged by the average listener to be so dull that the stations would have preferred to pay the money and not have the men play, and in some instances we are informed this is actually being done. . . . The stated object of the plan, to relieve unemployment, has in many localities been defeated by the fact that the men your locals have compelled the stations to employ were not men who were out of work, but they were engaged in other occupations simultaneously with following music as a sideline."

When the proposal to allow the contracts to be drawn locally had been unanimously rejected by the AFM board, the IRNA committee said that support of the affiliate stations to a new national plan could be gained only if the union would be willing to alter its present causes of discontent and listed 15 suggested corrections as typical.

Suggestions included a minimum length of five years for the contract, an arbitration clause, a means of relieving certain stations from expenditures far in excess of their requirements, and a number of corrections in the "arbitrary unreasonable demands" of the local unions. Only if the AFM was willing to discuss these shortcomings in the present contract, said IRNA, would it be willing to go to the stations again as it did in 1937 and attempt to effect a renewal of the national plan.

Time to Study

AFM asked for time to consider these proposals and the meeting adjourned until Nov. 23. Present were: Messrs. Rosenbaum, Ethridge, Shepard and George W. Norton Jr., WAVE, for IRNA; Wood, Lowman, Streibert and Julius Seebach, MBS, for the networks, and J. L. Miller for NAB.

Drawn for BROADCASTING by Sid Hix

"Pug Magee Plowed Through the Hornet's Right Tackle But It's Hard to Tell in This Snow How Much Ground He Gained!"

On the 23d the AFM delivered its answer: That IRNA's complaints "are not based on facts and are in reality forced misrepresentations and arguments against the agreement, all for the purpose of preventing a renewal of same under conditions to which the AFM will agree. Consequently the AFM hereby withdraws the proposal submitted on Nov. 2 to IRNA."

"If IRNA or any other organization of radio affiliates desire the services of members of AFM after the expiration of the present agreement," the AFM statement continued, "it is necessary that they make to the AFM proposals under which they will employ its members. If such proposals are satisfactory to the AFM, members will continue to render service—otherwise not. In the event that no such proposals are made by IRNA or other organization of broadcasters, the AFM will assume that they no longer desire the services of its members.

Letter to Affiliate

Following receipt of the answer of Joseph N. Weber, AFM president, at the Nov. 23 meeting, attended only by Chairman Rosenbaum and Miller, the IRNA Committee sent to affiliates the following letter:

"Nov. 1, 1939, the IRNA Executive Committee met in New York and decided as a matter of courtesy to comply with a suggestion from AFM to confer regarding the expiration on Jan. 17, 1940, of the 1937 Plan of Settlement.

"Nov. 2 the IRNA Executive Committee met with the International Executive Board of AFM. President Weber of AFM notified IRNA that

(*Continued on page 76*)

Clear Channels, Net Fate in Fly's Hands

By SOL TAISHOFF

Holds Balance of Power in Vital Industry Problems; Keeps Internal Bickerings Under the Surface

MIRACLES are being attributed to the FCC's new chairman, James Lawrence Fly, who in a few short weeks appears to have transformed the seven-man Commission from a discordant group of individualists into a veritable smug and homey litter of purring kittens. The surface indications have been all that way, but in informed quarters the quiet is seen as ominous.

While it is openly evident that the 41-year old erstwhile TVA general counsel, since he took over the helm Sept. 1, has kept his colleagues in line, still smouldering within the Commission are the makings of a couple of sensational developments striking at fundamentals in broadcasting. Being a newcomer and in the process of learning, the chairman has not yet aligned himself on these policy considerations and it appears he will hold the balance of power when the issues break.

Two Main Issues

These cardinal issues are:

1. The fate of clear channels.

2. Network regulation and control.

Counting Chairman Fly out for the present as an unknown quantity, it is safe to report that the balance of the FCC is divided 3 to 3 on both issues. The conservative group, inclined to support maintenance of clear channels as essential if rural reception is to be provided, comprises Commissioners T. A. M. Craven, Thad H. Brown and Norman S. Case. They likewise appear to support the fundamental network principle and would be inclined toward a minimum upsetting of the status quo. They could be regarded in fact, as protagonists of industry cooperation.

What might be called the "radical" element comprises Commissioners Paul A. Walker, who since the FCC's creation in 1934 has devoted his primary attention to non-broadcast matters; Frederick I. Thompson, who has served only since last April but who quickly became pointed in his views, and George H. Payne, who has maintained an almost sphinx-like attitude during the last year.

Both Walker and Thompson are members of the so-called Chain-Monopoly Committee which for six-months conducted a searching inquiry into industry affairs from all angles. Mr. Thompson actually sat only a few hours, having been appointed to succeed Commissioner E. O. Sykes a few days before the hearings ended. Col. Brown is the third member and the acting chairman of the group. Chairman Fly who succeeded Frank R. McNinch after the hearings concluded, is not participating in the committee deliberations.

Now engrossed in drafting its report, the committee's majority (Walker and Thompson), it is obvious, will favor rather startling recommendations, both for new legislation authorizing the FCC more stringently to regulate networks and affiliates and for stiffening of regulations construed as permissible under existing law. A speculative story published in the Oct. 1 issue of BROADCASTING on the then existing trend has not been discounted in responsible quarters, though it is expected that when the final report reaches the full FCC the conclusions will be more temperate than appears at this writing.

How They Stand

Among other things, it is still thought these members would favor legislation against ownership of stations by the networks; against the operation of more than one network by a single company; for the actual licensing and regulation of networks per se, rather than their individually owned stations; against ownership of more than one single clear channel station by the same interests; against ownership of more than one station in the same community by the same interests; against the lease of stations by licensees; for divorcement of networks from transcription companies and artists bureaus; and for the discouragement of long-term or exclusive network-affiliate contracts.

The clear channel question has bobbed up repeatedly in FCC sessions. The so-called "radical group" would like to have them broken down, with a multiplicity of regional and local stations placed on them. The same group is unalterably opposed to superpower, but on that score probably has the support of one or more of the conservative members, with Chairman Fly still not bracketed.

Re Clear Channels

Under the Havana Treaty, awaiting ratification by Mexico's Senate, this country acquires 32 channels on an exclusive basis. Of these, 25 are earmarked as "clear", which cannot be duplicated within the continental limits. All these have been allocated under the treaty to existing clear channel stations and unquestionably will be known as Class I-A assignments, despite a dispute over nomenclature. These 25 channels are being salvaged from a total of 40 clear channels allotted under the 1928 allocations of the Federal Radio Commission. A dozen were broken down by duplication under special authorizations and other subterfuges during the ensuing years, and under the projected new allocations, contingent upon the treaty, the number would be further reduced to the specified 25.

A number of members of Congress, not the least among them the formidable Senator Wheeler (D-Mont.), have fostered elimination of the clear channel as uneconomic use of the ether. It is an open secret that these past expressions have helped crystallize the views on their maintenance in the case of several FCC members. Yet the so-called conservative group clings to the belief that rural and remote listeners will be deprived of service to which they are entitled by statute if the clear channel is relegated to limbo. They claim the only purpose is to allot the choice frequencies to urban areas, supplying additional services to already adequately programmed cities which are seeking them.

Effects of Treaty Delay

While the question of further clear channel duplication has been broached repeatedly, not only in FCC meetings but in private huddles of commissioners, the fact that Mexico has not yet ratified the treaty has tended to thwart efforts of the anti-clear channel group to force active consideration. Once the treaty is ratified the story may be different.

The regulations, which became

(Continued on Page 75)

Investigation Division Sought By the FCC if Funds Permit

CREATION of a new Investigation Division within the FCC, which would report on the qualification of new station applicants as well as inquire into operations of existing stations, is contemplated by the FCC if it procures increased appropriations for the 1940-1941 fiscal year.

Projected in budgetary estimates given the Budget Bureau, it is understood the new division would operate initially from Washington headquarters but perhaps eventually decentralize with trained investigators assigned to each of the 26 field offices of the Commission. An appropriation in the neighborhood of $50,000, believed sufficient to retain a dozen or 15 expert investigators, is said to be contemplated.

Seeks Trained Men

Now forced to rely upon sworn statements of applicants and licensees, the FCC feels it should procure first-hand information from the field. Except for a branch accounting office in New York, all of the FCC field offices are manned by engineers, who are relied upon for reports on all phases of station operations. Because their functions are primarily technical, such as ship radio inspections, monitoring of station operations and handling of operators' examinations, it is felt that men trained in legal and accounting matters should be assigned for the general field investigations.

Presumably the FCC has in mind retention of trained investigators possibly ex-operatives of the Federal Bureau of Investigation.

Necessity for increased appropriations for the FCC over the $1,830,000 fund now available is understood to keynote the FCC annual report to Congress which has just been submitted to the Government Printing Office. It will be transmitted to Congress when it convenes in early January. An appropriation of some $3,000,000 is being sought, but the President's economy drive is expected to frustrate the effort.

Modernization of technical monitoring equipment and expansion of its regulatory activities both in broadcasting and in the telephone field are reported as the primary matters. Improvement of monitoring equipment is stressed, particularly in the light of national defense and neutrality requirements. The FCC is pressing for appropriations to provide it with a number of modern mobile monitoring units, capable of checking shortwave operations in this regard.

Since the outbreak of the war and the efforts exerted for strict maintenance of neutrality, functions of the FCC have been materially increased, particularly those of a national defense character.

The FCC also has proposed establishment of additional field offices in Atlanta, St. Louis, and San Francisco to include accountants and lawyers, primarily for telephone activity.

The proposed Investigation Division, which presumably would report to the FCC rather than to any existing departments, would operate on behalf of all FCC functions, including broadcasting, telephone and telegraph, though its primary duties would be in the broadcast field. The innovation, it is felt, would work hand in hand with the recently instituted intervention policy, differing from past practices in that the Commission itself would seek to develop adverse matter rather than depend upon intervenor testimony to produce it.

Patt's Plan to Replace Serials Given Wide Industry Support

Worried by Steady Increase in Strips, WGAR Head Fosters Trend Toward Musical Programs

A PLEA to stations to encourage a change in the daytime commercial trend from the continued serial strip to musical programs, variety and comedy, initiated by John F. Patt, vice-president and general manager of WGAR, Cleveland, has won spontaneous approval of leading broadcasters.

Mr. Patt

Noting the steady increase in network script commercials, usually contiguous, Mr. Patt on Nov. 20 addressed a number of CBS affiliates asking their cooperation in the effort to encourage greater program diversification during the daytime, lest the reaction become serious. He declared that this year both CBS and NBC have more than 15 daytime hours per week of continued stories.

Pointing out that in recent weeks two daytime accounts have seen fit to put on musical programs (Lanny Ross for Franco-American Spaghetti and Smilin' Ed McConnell for Purity Bakeries), Mr. Patt said he believed it would be to the interest of the industry if a larger percentage of daytime advertisers shifted from the serials. He pointed out such programs need not be expensive.

Receives Approval

At WGAR Mr. Patt has adopted the practice of calling attention to daytime musical programs with more than the usual number of announcements and getting behind them with limited local merchandising and publicity efforts. Broadcasters who promptly replied to his suggestion indicated they would follow a similar course.

Dr. Leon Levy, president of WCAU, Philadelphia, in responding to Mr. Patt's suggestion, gave it his unqualified support. Even prior to receipt of the letter, he said he had decided to make announcements on the Franco-American Spaghetti program for the same reason. He pointed out that the Lanny Ross program has a high rating compared with most of the daytime strips and said that anything stations can do to increase such ratings will act as a "further stimulus to the placing of more of this type of business."

L. B. Wilson, president and general manager of WCKY, Cincinnati, advised Mr. Patt he thought the point was well taken and that he was adopting it at once.

I. R. Lounsberry, executive vice-president of WKBW-WGR, Buffalo, expressed overall approval, asserting that the constant stream of serial stories tends to exclude a percentage of the audience even though listeners who follow such serials do it in rather large numbers and very faithfully. He predicted a swing from this type of programming in the near future.

George W. Smith, managing director of WWVA, Wheeling, pointed out that while advertisers using script shows are among the select class, he was definitely of the opinion that the domination of choice daytime hours by script programs is affecting listener interest. While such programs have a definite place in the schedules of every well-operated station, he said that by the same premise their almost complete domination of the network daytime commercial schedule is bound to be damaging.

Mr. Smith suggested networks set maximum limits for handling of script programs which would regulate their frequency in a day's broadcasting. Such a policy, he predicted, in the long run would not only benefit broadcasting as a whole but the advertising as well.

Merle S. Jones, general manager of KMOX, St. Louis, asserted he was happy to see several advertisers take advantage of the lack of musical programs during daytime hours and that he was exerting his best efforts locally "to correct this situation".

Richard A. Borel, general manager of WBNS, Columbus, advised Mr. Patt his suggestion "echoes our sentiments perfectly and we have started to do something about it."

Many Laud Idea

W. Lee Coulson, executive manager of WHAS, Louisville, commented that the preponderance of script shows has tended to throw the schedule out of balance and that many complaints have been received, particularly from men. He said WHAS is doing all it can in the intervening time left to change the character of its daytime schedule.

H. E. Fellows, general manager of WEEI, CBS-operated Boston outlet, advised Mr. Patt he thought his plan was a worthy one and that WEEI is continually attempting to sell musical programs to partially balance the daily structure. "When a musical feature is sold during the daytime," he added, "we give it everything we have."

C. T. Lucy, general manager of WRVA, Richmond, asserted that a few years ago his station had advised CBS it would not accept more than two of the serials in a row, insisting that the third quarter-hour should be devoted to music or another type of entertainment other than serials. The policy eventually was rescinded, he declared, but he expressed the view that the present trend is all wrong from the program balance standpoint. He said WRVA will consider carefully the suggestion advanced and attempt to build up "such musical programs as we have between the serials."

Edgar L. Bill, president of WMBD, Peoria, and chairman of the NAB Code Committee, gave Mr. Patt's plan wholehearted endorsement, declaring that he believed almost every station operator is now aware that there are too many script shows. He pointed out that at the last meeting of the Code Committee the subject came up and that all station men agreed the situation was bad while network representatives put the blame on advertising agencies. Agencies, he reported, contend that the serials are the best pullers and the consensus was that as long as they do the best job of selling, that type of program would be continued.

"I agree with you that radio should do something to maintain a better program balance," Mr. Bill said. "Only station owners are interested in protecting listeners. All others will take advantage of radio in any way they can."

A. D. Willard Jr., general manager of WJSV, Washington CBS-owned outlet, said he felt almost everyone associated with programming has expressed concern over the number of daytime serials. He said that at WJSV the situation is relieved somewhat by putting the staff orchestra to work every afternoon. He commended Mr. Patt's suggestion as "an excellent one".

KEX, KOB on Fulltime

KEX, Portland, Ore., and KOB, Albuquerque, Nov. 27 were granted fulltime assignments by the FCC on 1160 and 1180 kc., respectively. Heretofore regularly assigned to time-sharing operation on 1180 kc., the action was taken pursuant to FCC rules as amended last August and in accord with Havana Treaty terms. KEX's regular application called for operation on 1180 kc. simultaneously with KOB, during daytime and sharing at night, as did the KOB application. The 1180 kc. channel in effect becomes a clear channel temporarily for KOB, since no other station is assigned to it at night. Under the Havana Treaty, however, it will be assigned to another nation.

Peoria Court Holds Mu$ico Not Violative of Lottery Laws

WMBD Is Ordered to Carry Out Kroger Contract; 'Pot of Gold' Passes Post Office Scrutiny

A DECREE holding that *MU$ICO*, radio prize contest program sponsored over WGN, Chicago, and WMBD, Peoria, does not violate any statutes or laws dealing with lottery, was handed down Nov. 22 by Federal Judge Joseph E. Daily, of Peoria, in a test case brought by Clef Inc., owner of the program, against WMBD.

Regarded as a ruling which gives a green light to prize contest programs of this character, the opinion also carried with it a mandate against WMBD for specific performance of its contract with H. W. Kastor & Sons, agency placing the account, to carry the program for Kroger Grocery & Baking Co. The Chicago program over WGN, sponsored by National Tea Co., was not directly involved.

The decree was made even stronger by the court on Nov. 28, when it added a provision that *MU$ICO* does not involve any consideration, directly or indirectly, from any participant and that the game is one of "skill and not a game of chance." Counsel for Clef Inc. had petitioned the court for this elucidation.

Postal Ruling

Meanwhile, it was learned that while numerous complaints have been received in Washington on the Tums-sponsored *Pot of Gold* program on NBC, informal ruling already has been made that it does not violate the lottery statutes. The Post Office Department advised the postmaster in St. Louis recently, it was learned, that newspapers carrying advertising on this program could be accepted under second class rules, which was regarded as tantamount to a clean bill of health. Complaints received at the FCC and the Department of Justice on the Tums program have not been pursued, apparently on the theory that no law violation is involved.

May Bring Reactions

While the Peoria court's ruling appears to clear the way for the *MU$ICO* program, in other areas (Clef Inc. revealed its intention of promoting the program nationally), the opinion nevertheless was one that might bring repercussions in another way. The court in its ruling, instructed WMBD to specifically perform its contract with Clef Inc., its agency, and with the particular advertiser, Kroger Grocery, "in the manner as provided by contract between said parties." This was viewed in legal circles as a possible dangerous precedent in that other advertisers whose programs might be cancelled by stations as not being in the public interest could procure similar legal redress.

At the Post Office Department it was ascertained that the prize contest idea is developing many imitators, based on inquiries it has

(*Continued on page 79*)

Magazine Spots

HOUSEHOLD MAGAZINE, Topeka, Kan., is using a varying schedule of spot announcements and daily 15-minute programs on KHJ KLZ KID WLS WDZ WOWO WHO WMT KFNF KMA WKZO WDGY KFRU KITE KWTO KFEQ KGHL KMMJ KFAB WHAM WPTF WDAY WLW KOMA KVOO WNAX WDBJ KSOO KGKO WQDM WRVA WWVA WTAQ WKBH WHBL XEAW. Presba, Fellers & Preba, Chicago, handles the account.

Bristol-Myers News

BRISTOL-MYERS Co., New York, on Jan. 2, 1940, starts a thrice-weekly news period in the interests of Sal Hepatica on WLW, Cincinnati, Tuesdays, Thursdays and Saturdays, 11-11:15 p.m. More news periods on other stations may be added later in January, according to Young & Rubicam, New York.

New Net Claims All Major Markets

WMCA New York Key; 35 Hours a Week Already Sold

WHILE executives of the newly organized Transcontinental Broadcasting System continued to confer with station owners to complete a lineup of stations which it has announced will include "an outlet in every major city and regional market" when it makes its scheduled debut Jan. 1, 1940, preparations are under way for actual operation of the project.

Contracts have been signed, it was announced, with WMCA, which will be the New York outlet, for the use of several of its studios and also for other studios in the city. Three floors of the General Electric Bldg. have been rented for offices. General manager, program director and traffic manager have been designated, and a contract has been signed with AT&T for lines to connect the TBS stations.

While the network has not announced its list of sponsors, it claims approximately 35 hours a week already have been sold, primarily to accounts of Blackett-Sample-Hummert.

MBS Negotiations

Meanwhile, it was reported that Mutual Broadcasting System is negotiating with Blackett-Sample-Hummert for a bulk block of time over its entire network. The agency has confirmed conversations with both MBS and TBS. Ed Wood, sales manager of WGN, MBS Chicago key, is handling the negotiations along with Fred Weber, MBS general manager.

Contrary to the report published in the last issue of BROADCASTING that MBS was seeking to invoke exclusive contract provisions in connection with Texas State Network, headed by Elliott Roosevelt, who is also president of Transcontinental, it was learned that the controversy dealt with a "most favored nation" clause in the MBS-TSN affiliation contract. Under its terms, said to remain in effect until September, 1941, it was declared Texas State Network cannot give any other national network a better contract than that which it has with MBS.

Mr. Roosevelt, second son of the President, active in radio both as head of TSN and as a commentator, was elected president of TBS at a directors' meeting Nov. 16, succeeding John T. Adams, who became chairman of the board. Mr. Roosevelt on Nov. 28 was understood to have entered Cook Memorial Hospital in Fort Worth for a brief rest.

Although Mr. Roosevelt had played a major role in the formation of the new network he at first had remained outside of its executive setup and, although he has assumed the title of president, it is understood Mr. Adams will continue as active head, in charge of operations. Other officers are William A. Porter, Washington attorney, vice-president, and H. V. Brennen, owner of KQV and WJAS, Pittsburgh, treasurer.

While the full list of stations affiliated with TBS will not be made public until all arrangements have been completed, official announcement has been made of these major outlets: WMCA, New York; WJJD and WIND, Chicago; KFWB, Hollywood; KYA, San Francisco; KQV, Pittsburgh; KXOK, St. Louis; KCMO, Kansas City; WMEX, Boston, WDGY, Minneapolis, and North Central Broadcasting Network, comprising stations in Northern Michigan, Wisconsin, Minnesota, North and South Dakota, and the 23-station Texas State Network. It was also reported that KSCJ, Sioux City, WCBM, Baltimore, and KSAL, Salina, Kan., had practically completed negotiations.

Organization Setup

George Podeyn, New York manager for the Texas State Network, has been appointed general manager of TBS. As Mr. Adams is still general manager of TSN, and Mr. Roosevelt president of that regional chain, it is believed likely that its operations may be merged with those of TBS, although no information regarding such action could be obtained.

Mr. Podeyn's radio career began before the days of networks as a salesman for WEAF. Joining NBC together with that station when the first network was formed, he aided in the organization of its Pacific network and organized a regional department in Chicago. Returning to New York, he headed the radio department of the George Batten Co. and went with that company in the merger that created BBDO. Before joining TSN, he was for several years with World Broadcasting System.

M. P. Wombold, for five years a member of NBC's Chicago program department, has been named as head of the TBS program unit. Roy H. Holmes, traffic manager for NBC for 11 years and recently in the same position for the WBS Gold Group, will manage traffic.

William Joyce, former head of the Chicago office of TSN, has been transferred to New York to join TBS. While his position has not been announced, it is understood he will be in a liaison position in sales.

Orders Wires 16 Hours

Network's contract with the telephone company provides for 16 hours a day of network connections, from 9 a. m. to 1 a. m., during which hours TBS proposes to render full program service, both commercial and sustaining, to its affiliates. Stations are asked to guarantee seven hours a day to the network: From 10 a. m. to noon, from 2 to 4 p. m., and from 7 to 10 p. m. The afternoon period is already contracted for by Blackett-Sample-Hummert for its clients' programs and two hours of the evening time has likewise been secured by this agency, according to TBS executives. A report that the script shows making up the evening two hours would be spread over the three-hour period, with musical programs interspersed between the serial dramas in the interests of good programming, could not be confirmed.

A total of ten studios will be available for TBS programs, it was announced, several of them theatre studios accommodating audiences. All studio equipment was made by RCA from specifications drawn up by WMCA's engineering department. The network's offices, now being prepared, will occupy the 35th, 36th and 37th floors of the General Electric Bldg., at 570 Lexington Ave., New York.

INTERESTING was the interview carried by WTAG, Worcester, Mass., between its Ray Saunders and Del Camp (left and center) and Dr. Thomas Poulter, commander and pilot of Admiral Byrd's Antarctic snow cruiser, Penguin I, when the monster vehicle passed through Worcester on its way to Boston. But unexpected was the result of a rebroadcast of the interview later in the day, via transcription, when local citizens began calling the station for directions so they could drive out and view the behemoth. Despite the furor caused during most of the day when Penguin I caused a 100,000-car traffic jam along the Worcester turnpike, and despite careful "transcribed rebroadcast" announcements, about 3,000 drivers, acting on the interest stirred up by the engine-room interview, scurried to the spot under the mistaken impression they could still take a look. Earlier in the cross-country journey from Chicago, Dr. Poulter and the Penguin stopped at the doorstep of WGY, Schenectady, and was interviewed (at right) by Al Zink, of the WGY special events department. Here are (l to r) Bernard Cruger, with pack set, Zink, and Dr. Poulter, in the doorway of the cruiser.

Three Grants Put Year Total at 54

New Locals in Ashland, Wis., Denver, Vincennes, Ind.

THE TOTAL of new stations authorized for construction by the FCC during the 11 months since Jan. 1, 1939, reached 54 with the issuance of construction permits for three more during the last fortnight. On Nov. 15 the Commission authorized a new local in Denver, and on Nov. 21 it granted new locals in Vincennes, Ind. and Ashland, Wis.

On Nov. 30 the Commission announced proposed findings approving the granting of still another local station in Phoenix, Ariz., to be licensed to M. C. Reece, insurance man, and to operate with 100 watts night and 250 day on 1200 kc. Unless protested within 20 days, the proposed findings usually are adopted as a matter of routine.

The Denver station will be licensed to Fred W. Meyer, who is manager of KLZ in the same city. It will operate with 100 watts night and 250 day on 1310 kc. Call letters will be KMYR, and Mr. Meyer is reported to be planning to leave KLZ to operate it.

The new station in Vincennes was granted to Vincennes Newspapers Inc., publisher of the *Vincennes Sun-Commercial*, one of a chain of newspapers published by Eugene C. Pulliam, also owner of WIRE, Indianapolis. It will be operated with 100 watts on 1420 kc. Howard N. Greenlee will be manager and J. P. Mason program director. Call letters will be WAOV.

The new station in Ashland was granted to WJMS Inc., operator of WJMS, Ironwood, Mich., which is controlled by William L. Johnson, of Escanaba, Mich., Michigan Liquor Control Commission manager, and N. C. Russell, manager of WJMS. Also a member of the WJMS Inc. board is Rep. Frank E. Hook. The new station will operate with 100 watts on 1370 kc. Mr. Ruddell will be manager and R. L. Johnson will be chief engineer. Call letters will be WATW.

On Nov. 29 the Commission adopted an order denying the application of Gateway Broadcasting Co., Louisville, seeking a new 500-watt outlet in that city on 800 kc. On Nov. 21 it denied the request of Yuba-Sutter Broadcasters, Maryville, Cal., for reopening of proceedings and adopted a final order denying its application for a new 250-watt station there on 1320 kc. On Nov. 16 it dismissed as in default an application of Seaboard Broadcasting Corp., seeking 100 watts night and 250 day on 1310 kc. for a new station in Savannah.

Probes Race Programs

FIRST direct move against radio in the Justice Department's drive to destroy racing news tipster services [see Page 82] was revealed Nov. 29 when William J. Campbell, U. S. district attorney, announced in Chicago he has assigned three assistants to find if Chicago area stations have increased racing broadcasts since dissolution of Nationwide News Service. Mr. Campbell also has asked William J. Dempsey, FCC general counsel, whether the FCC feels race information is "in the best public interest".

RCA Asks Station Recording Licenses

Goes Ahead With Plans Despite Pendency of Court Appeals

By BRUCE ROBERTSON

ALTHOUGH appeals to the lower court decision in the RCA-Whiteman case have been taken by Whiteman, RCA and WNEW [BROADCASTING, Nov. 1] and are yet to be heard by the Federal Circuit Court of Appeals, RCA insists it is going ahead with its plan of licensing broadcasters to use its records on the air and on Nov. 24 notified all stations this plan will be put into effect on Dec. 1.

Stations using RCA records after this date without permission will be subject to damages, the letter states, adding that if the courts find that RCA has no right to stop the unauthorized use of these records it will refund to broadcasters taking out licenses all fees paid by them under the licenses.

NAB President Neville Miller, who had procured the initial postponement from RCA, made another eleventh hour attempt for a further postponement, in conferences with RCA Mfg. Co. officials Nov. 24. His plea, however, was rejected. Afterward, he announced that every effort would be made to protect the rights of broadcasters in the situation. The NAB, however, found itself in a quandary in seeking to answer requests from members for information as to whether they should continue to broadcast RCA records.

Rates Are Experimental

Licenses call for payment to RCA of from $100 to $300 per month, varying according to the station's highest half-hour rate [license was published in full in the Aug. 15 issue of BROADCASTING]. Stations whose half-hour charges are $19 or less would pay $100 a month for the privileges of broadcasting Victor and Bluebird records, while the $300 rate would apply to stations charging $200 and over per half-hour. Asked about these rates, which many broadcasters have held to be exhorbitant, Frank B. Walker, RCA vice-president in charge of recordings, said they were frankly experimental.

"We don't expect to make money out of these licenses," he said, "but are issuing them in an attempt to meet the complaints of the music publishers, recording artists and musicians about the uncontrolled use of these records on the air. The success of Victor records was built entirely on their manufacture and sale for use in the home, and all other uses have been for the purpose of economizing on talent costs, causing the publishers, musicians and artists all to ask for more money from the record manufacturer." At the time the licenses were prepared, RCA stated that any fees collected from broadcasters would be divided among themselves, the recording artists and the music copyright holders.

RCA'S LETTER TO BROADCASTERS

Full text of RCA's letter to all broadcasters, which was signed by W. W. Early, manager of recording and record sales, follows:

Since presenting our phonograph record licensing plan to radio broadcast stations by our letters of August 5 and August 11, 1939, an appeal has been taken by each of the parties to the so-called "Whiteman Case" (RCA Manufacturing Co. Inc. vs. WBO Broadcasting Corp., Elin Inc. and Paul Whiteman, in the United States District Court for the Southern District of New York).

In view of the above situation, and in order to clarify our position, this is to advise all radio stations that phonograph records produced by us may not be used by them for radio broadcast purposes on and after Dec. 1, 1939, except by stations having our written consent. Such consent is available on the terms and conditions set forth in the form of license agreement which was sent to all stations under date of Aug. 11, 1939. Additional copies are available on request addressed to the RCA Manufacturing Co. Inc., Camden, N. J.

Stations using our records on and after Dec. 1, 1939, without our consent do so against our wishes, at their own risk, and in violation of our rights as determined by the Court in the above case. You appreciate, of course, that those stations who continue to use our records without our consent subject themselves to damages, and an accounting for the profits, resulting from such unauthorized use.

This is to advise that in the event it shall finally be held by the Courts that we do not have the right to stop the unauthorized use for radio broadcast purposes of phonograph records produced by us, we will promptly refund to such stations as have taken our license, all license fees paid by them to us under such licenses.

RCA has filed a motion in the appellate court to have the WNEW appeal dismissed on the grounds that by its acceptance of an RCA license [BROADCASTING, Sept. 15] the station recognized RCA's right to issue such a license and that the question of these rights is now moot, or purely academic, as far as WNEW is concerned and therefore outside the province of the court. Stuart Sprague of the firm of Crawford & Sprague, New York attorneys appointed by the NAB to handle WNEW's appeal, will contest this motion when it is heard by the court on Dec. 4.

While RCA contends that the elimination of the station (and the NAB) from the case will simplify the issues to be reviewed, it has been pointed out that even if RCA's motion is successful it will rule out the station only insofar as its appeal is concerned with those parts of the decision of the lower court affecting the relationship of WNEW to RCA, but that it will still leave in force those parts of WNEW's appeal affecting its relations to Whiteman, which are not included in the license issued to WNEW by RCA.

Publishers May Intervene

Possibility that the music publishers—who dispute the right of a record manufacturer to license the use of his records on the air, stating that whatever rights he has derived from the permission to record a number which he obtained from the copyright holder does not include this licensing right—may intervene either as individuals or through their association, the Music Publishers Protective Assn., remained unsettled as BROADCASTING went to press. Julian T. Abeles, counsel for the Metro-Robbins group of publishers, copyright holders on the musical selections played by Whiteman for RCA on the records identified as having been broadcast by WNEW in the trial suit, said this group has not yet decided whether it will seek to intervene.

Harry Fox, general manager of MPPA, stated Nov. 27 that the Association was taking no action at this time, pending the decision of the Metro-Robbins group.

Action of the American Federation of Musicians, which instructed its members not to assign any rights in any records to any record manufacturer under threat of losing their AFM membership [BROADCASTING, Oct. 1], as yet has had no effect on RCA's manufacture of phonograph records, this company states, as most of its contracts with recording artists are long-term and have not expired since the issuance of the union order. At AFM headquarters it was said that no questions or complaints had been received as a result of the order and that union executives assumed it was being complied with by all AFM members.

Pinch-hitter Liked

WHEN an audition was held recently at WSAI, Cincinnati, for officials of Leo's Stores, an announcer was not immediately available and Dick Ruppert, sales promotion manager of the station, was drafted in the pinch. So well did Ruppert do the job that not only was the show, *Cinnamon Bear*, sold to the client, but Leo's requested Ruppert's services as the announcer and commented upon his ability.

Continental Test

CONTINENTAL BAKING Co., New York, during the week of Nov. 20 ran a special test campaign for the new jelly cake product, Rollettes, using a varying number of spot announcements on WHAM and WHEC, Rochester, and on WBEN, WGR, WKBW and WEBR, Buffalo. Benton & Bowles, New York, is agency.

Grimwood Acquires KCLN

FRED O. GRIMWOOD, former consulting radio engineer of Evansville, Ind., was authorized by the FCC Nov. 27 to purchase KLCN, Blytheville, Ark., from Charles Leo Lintzenich. Station is a daytime 100-watt outlet on 1290 kc.

Smeby and Place Join NAB's Staff

Engineering and Legal Posts Are Assigned by Miller

COMPLETION of the executive staff of the NAB was announced Nov. 24 by President Neville Miller with the appointment of Lynne C. Smeby, former chief engineer of WXYZ, as engineering director, and Russell P. Place, Boston attorney, as counsel. Both appointments were effective Dec. 1.

Mr. Place, who is 42, succeeds Andrew W. Bennett, who for more than a year has served as NAB

Mr. Smeby

Mr. Place

counsel. Mr. Bennett, however, is on retainer in connection with state litigation and other specialized matters, and will continue to maintain law offices in Washington, though not at NAB headquarters. A 1922 graduate of Harvard Law School, Mr. Place has practiced in Boston since that time. He has been associated with the firms of Elder, Whitman, Weyburn & Crocker and with Shattuck & Gray. He has served as assistant trust officer of Lee, Higginson Trust Co. and as general agent for Aetna Life Insurance Co. for Eastern Massachusetts. During the World War he was an ensign and a pilot in the Naval Reserve Flying Corps, having served overseas. He is married and has three children.

Engineering Post

Mr. Smeby fills a place not actively occupied since the reorganization of the NAB and President Miller's assumption of office in July, 1938. Engineering matters have been handled by John V. L. Hogan, New York consulting engineer, and his associate, R. M. Willmotte.

A graduate of the University of Minnesota in 1928, Mr. Smeby is a former radio amateur and is widely known in mid-western engineering circles. He is former chief engineer of WDGY, WRHM (now WTCN) and KSTP, all in Minneapolis-St. Paul. In 1935 he left KSTP to become technical supervisor for King-Trendle Broadcasting Co. in technical charge of WXYZ, Detroit, WOOD-WASH, Grand Rapids, and the Michigan network. In May, 1939, Mr. Smeby joined International Telephone & Telegraph Co., and was assigned to Puerto Rico to renovate its station WKAQ at San Juan, install a coastal-harbor radiotelephone system and develop a police radio system for the Island. He leaves this post to join NAB.

Xmas Tree Lights

RAYLITE TRADING Co., New York (Christmas tree lights), has started daily one-minute announcements on WSB WMAQ WCKY WTAM KRLD WJR KMBC WTMJ KSTP KMOX WTAQ. The campaign closes Dec. 23. Cramer-Krasselt Co., Milwaukee, handles the account.

America Meets the Champion Via Discs

Studebaker Sets Record for Decade as Stations Aid By Merchandising

By PAUL BRINES

WHEN the sponsor and the agency and 77 stations are happy all at the same time, the phenomenon demands trade recognition. That's what happened when Studebaker, recalling successes of past years, staged a five-month radio drive. The campaign culminated in November with a 10-year record, with much of the credit going to the cooperative tactics of the 77 stations that carried the transcribed series. During the campaign many million listeners learned about Studebaker cars and many Studebaker dealers learned about radio and its methods. All in all it was a profitable campaign for Studebaker, for the dealers, for the stations, as well as for the public on the listening end.

WHEN the Studebaker Corp., South Bend, Ind., concluded its five-month campaign Nov. 10 of thrice-weekly quarter-hour WBS transcriptions on 77 stations, 10 years of Studebaker radio advertising were celebrated at 14 sectional meetings of dealers and distributors. High was the praise for radio advertising when it was announced that during the last 10 days of October the Studebaker dealers had sold 4,000 units, the biggest similar sales period since 1929.

The transcribed program reached a national Crossley rating of 11.4, according to N. J. (Bert) Cavanagh, radio director of Roche, Williams & Cunnyngham, Chicago agency placing the account. "No small part of that high rating is due to the bang-up merchandising cooperation given by the 77 stations during the campaign," Mr. Cavanagh told BROADCASTING.

"Before the campaign went on the air I dropped a letter to each station in which I offered five suggestions for merchandising our radio program. We asked the station managers to call on their local Studebaker dealers and invite them to the studios for an audition of the new transcriptions. We suggested that some of the dealers' friends and business associates be invited.

Station Cooperation

"One difficulty is that dealers and distributors don't know much about the tie-ins and merchandising promotion made available to them by the stations. It's a strange business to them. We've learned that thousands of radio listeners ask our dealers all sorts of questions about our radio programs, and we made this suggestion to help the dealers get first hand knowledge of how a radio station operates," he explained.

"Then we suggested that station managers cooperate with our dealers in getting publicity in the automobile columns and radio columns of the local papers. We asked that our program be included in programs-to-come announcements on the air. Another suggestion concerned cooperation with radio editors of newspapers and the regular listing of our program. I'm glad to put on the record that every one of the 77 stations we used came through with extraordinary merchandising cooperation."

When asked which stations did outstanding merchandising jobs, the jovial Mr. Cavanagh covered his desk with stacks of evidence sent him by the stations. In addition to a big volume of publicity through the usual channels of newspaper radio columns, free plugs on the air and promotion through paid advertising space run by the stations, the *Studebaker Champion* program resulted in a greater variety of local dealer tie-ins. Novel merchandising stunts resulted from the campaign.

WQAM, Miami, sent its public events announcer on a tour of the business district in a new Studebaker Champion and broadcast the "play-by-play" enthusiasm for the car. Announcement strips were put on the bumpers of Miami taxicabs by WQAM as a part of the program promotion. A parade of Champions through the streets of Utica, N. Y., with police escort, banners and music was arranged by WIBX and aired shortwave, picked up and rebroadcast. In Richmond, Va., WMBG staged a man-on-the-street program from strategic points where Champions were parked and aired recorded interviews with Studebaker purchasers. WKY, Oklahoma City, broadcast a Studebaker test run as their mobile unit kept pace.

Learned About Radio

WBNS, Columbus, O., arranged for Studebaker cars to be used exclusively in the opening baseball parade. At KMBC, Kansas City, the Studebaker distributor was interviewed during a quarter-hour program. Movie trailers in 10 neighborhood theatres were used by WFBR, Baltimore, to plug the Champion program. WOW, Omaha, held a luncheon and program at which the new Champion transcriptions were auditioned for Studebaker dealers. In Phoenix, Ariz., where softball games draw large crowds, KOY announced the program on a big electric sign back of the score board in the ball park. Among other stations that did outstanding merchandising jobs were WSYR, Syracuse; WMC, Memphis; WCAE, Pittsburgh; WHO, Des Moines; WMAQ, Chicago; WTAG, Worcester; KFSD, San Diego; WCCO, Minneapolis, according to Mr. Cavanagh.

"Beyond the show's high rating that resulted in part from this promotion the merchandising cooperation of the stations did a great deal in helping our dealers and distributors understand radio advertising," Mr. Cavanagh said. When our dealers first heard about our campaign some of them wanted to know why we didn't get a show like Charlie McCarthy. They didn't understand the operation of radio, talent costs, time and production costs.

"At our recent sectional meetings the dealers were eager to know more about radio advertising. Many of them were so impressed by the Champion transcriptions that they may sponsor them locally on a number of stations," he added. "The thing that seemed to impress the dealers most of all was the large number of radio listeners that spoke well of our program when they came to look at and buy new Studebaker Champions," he concluded.

A feature of the quarter-hour nighttime transcriptions that created much interest among radio men and radio listeners was the series of employe interviews. The interviews flowed into the commercials and were dramatic because of their sincerity. The "actors" used for the interviews were bona fide workers from the Studebaker factory in South Bend and not professional radio actors. Because the craftsmen were simply telling how they felt about their associations with Studebaker, the interviews were convincing. They made listeners believe in the Champions.

But radio advertising by the Studebaker Corp. did not begin with its recent transcription series featuring the music of Richard Himber. It began on Feb. 3, 1929. At that time Atwater-Kent aired a Sunday evening show of classical and semi-classical music. And Studebaker, working through the president of its agency, J. P. Roche, decided to do a very revolutionary and daring thing. They decided to put a Sunday night program of popular music on 35 NBC-Red stations just following the *Atwater-Kent Hour*. It was the first commercial musical show to originate in Chicago and NBC officials were skeptical of listener-reaction to popular music on Sunday night. Aired from the old NBC studios at 180 N. Michigan Ave., the program clicked from the start.

Under the baton of Harold Stokes, now musical director of WGN, Chicago, the 30-piece orchestra of Jean Goldkette opened with a "Charleston" that February night. Sen Kanoy announced the show and production was handled by Don Bernard, present producer of Benny Goodman's program for Camel cigarettes. The show was quickly established because of a trick devised by Mr. Roche. His idea was to take a good dance number and use it as a theme song for each show, plus a five-minute semi-symphonic arrangement and a fairly robust plug. Within a short time, band leaders all over the country were tuning in the Champions program to find out what number was the hit of the week. Selections which owe a great deal of their popularity to plugs given on the Studebaker show include "Stardust", "I'll See You Again" and "Body and Soul".

The Himber Regime

As the show progressed, additions were made. Quin Ryan, now manager of WGN, did a staccato ringside scene from the race track where Studebakers were whirling to new records. (An agency man stuck a piece of paper in an electric fan to obtain the speedway effects, so young was the noise department.) And by November, 1929, the Champion program ranked fourth in popularity among half-hour evening shows. (The ratings were decided by NBC through questionnaire of 30,000 motorists.)

In November, 1933, when Studebaker was ready to project a new line of cars, the agency devised a new program format. A quarter-hour nighttime show featuring a different star each night for five evenings of the week, then putting all the stars thus featured into a full hour show, took the air. Talent used in this coast-to-coast series included such names as Jacques Renard, William Daly's orchestra, Vincent Lopez, Kate Smith, Bing Crosby, George Gershwin, Ruth Etting, Harry Richman, Helen Morgan, Ethel Barrymore.

The Richard Himber era with Studebaker started in 1934. Known as *Richard Himber & His Studebaker Champions*, the half-hour program was announced by Ted Pearson, with David Ross handling the commercials. Stuart Allen was a featured singer. The series won

(Continued on Page 57)

ALL WERE delighted when Studebaker Corp. held its fall dealer meetings in mid-November and checked results of its big disc campaign. George D. Keller, sales vice-president of Studebaker, rose from the Chicago banquet to congratulate N. J. Cavanaugh, time buyer of Roche, Williams & Cunnyngham, agency handling the account.

Copyright Clearance by the Networks

Craney Sees Misleading Impression From Headline

Editor's Note: We publish herewith a detailed letter from Ed Craney, owner of KGIR, Butte, and manager of the Z-Bar Network in Montana, a vigorous advocate of revision of current ASCAP contracts with the industry for music performance. Recognized as spokesman for a substantial group of broadcasters, Mr. Craney's observations are published in accordance with BROADCASTING*'s policy of presenting all sides of controversial issues:*

EDITOR BROADCASTING:

I have a copy of BROADCASTING for Nov. 15 and am rather surprised at the first article, which you titled "Networks Endorse Clearance at Source". When I read the headline, I naturally, as any broadcaster would be, was very much interested. When I read the article I was as disappointed as any broadcaster who has followed the copyright development could possibly be.

I believe you should correct the impression your headline may have left with any broadcaster who read only that headline and not the entire article. The so-called "Network's Copyright Clearance Commitment" is nothing more or less than what they have said in committee meetings in the past. It is like a fellow getting out on the street corner in Butte and saying, "Come on folks, step right up, I'll take all of you to Washington, D. C., with me (providing I can continue to fool the railroad by making them think I am under 12 and can continue to go for half fare, and they only demand the same single half-fare ticket for the bunch of us)." Your heading should have been: "Networks Again Ask Affiliate and Independent Non-Network Stations to Continue to Bear Industry Copyright Burden."

Now in Operation?

About clearance and payment of copyrights at the source—I wonder if we do not already have such a system in operation? We here in Montana are certain of it. Without going into a discussion of our situation in Montana I would like to call your attention to a letter that ASCAP addressed to both NBC and Columbia and the answers from these networks to ASCAP. ASCAP's letter stated:

> This is to formally advise you that the American Society has found it necessary to cancel the licenses of the Montana radio broadcasting stations.
>
> The performance of music from the repertoire of the Society over these stations will therefore be an infringement of copyright.
>
> We hereby advise you that you may no longer supply programs containing our music to these stations.

I do not have NBC's answer to ASCAP, but they informed me as follows:

> I am enclosing herewith copy of a letter dated June 23d from ASCAP which was received by us on the 26th. For your information, we have written ASCAP advising them that we cannot recognize the validity of the position which they took in the last sentence of their letter in light of the terms of the agreements between ASCAP and NBC.

In the case of Columbia, their answer to ASCAP follows:

> We acknowledge receipt of your letter of June 23, 1939, stating that you have found it necessary to cancel the licenses of the Montana radio broadcasting stations and purporting to advise us that we may no longer supply programs containing music licensed by your organization to Montana radio broadcasting stations.
>
> We hereby call your attention to paragraph 4 of the agreement between yourselves and Atlantic Broadcasting Corp., dated Aug. 31, 1932, as modified, renewed and assigned to Columbia Broadcasting System Inc. This paragraph provides among other things "that so long as licensee hereunder shall fully perform each and all of its obligations hereunder Columbia Broadcasting System Inc. may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary or proper in the conduct of such business . . ."
>
> In view of this provision of our contract we do not recognize the validity of the advice contained in the last paragraph of your letter.

Contract Provisions

These contracts between ASCAP and the networks are something the average broadcaster knows nothing about. Read the quotation from the contract between ASCAP & Columbia again, read the NBC letter. Without a doubt the contract permits the networks to supply programs to their affiliates and absolves them of any liability to ASCAP—this *is* clearance at the source. In regards to the above I would like to quote from the Defendant's Brief in Resistance of Jurisdiction in Equity No. 606—District Court of the United States for the Western District of Washington Southern Division:

> We cannot draw any other conclusion from the evidence than that the NBC and Columbia networks hold licenses with ASCAP which cover all network programs going out from the affiliated stations. If NBC and Columbia hold such licenses, then it is not necessary for the affiliated station to hold a license for those programs. And any sums specified in the license contracts of the affiliated stations cannot be taken into consideration in figuring the $3,000, for already they have been paid at the source.
>
> Paragraphs three and four of the network license contracts (Ex. AA 6-7-8, St. pp. 633-636) must be read together. They read:
>
> 3. Nothing herein contained shall be construed as authorizing Licensee to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant hereto, or as authorizing any receiver of any such broadcast rendition of any of the said compositions to publicly perform or reproduce the same for profit by any means, method or process whatsoever.
>
> 4. Society acknowledges its understanding that the radio station known as WABC is part of the radio chain or network of the Columbia Broadcasting System Inc., and that while many of the programs broadcast for such chain or network originate at said station, many other of the network programs are originated at other stations. Society agrees, and it is a condition of this Memorandum of Agreement, that so long as Licensee hereunder shall fully perform each and all of its obligations hereunder, Columbia Broadcasting System Inc., may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary or proper in the conduct of such business without the payment of any license or other fee to Society.

Chain Programs

Both parties to the contracts knew when they entered into them that NBC and Columbia were putting out chain broadcasts. There can be no escape from that, even if the contracts were silent on the subject. The contracts would be meaningless if a network program

(Continued on Page 64)

J. P. SPANG, president of Gillette Safety Razor Co. (pen in hand), signs a contract with Bert Lebhar Jr., sales director of WHN, New York, to sponsor Lebhar's broadcasts of all 48 home games of the National Hockey League at Madison Square Garden this winter. Watching the signing, which was preceded by a special broadcast on WHN, are Lester Patrick, manager of the New York Americans; Dick Fishell, WHN sportcaster, and Red Dutton, manager of the New York Americans.

Copyright Boost Asked in Canada

Society Would Raise Rate to Nearly Double Present Fee

By JAMES MONTAGNES

A FEE of 14 cents per set for the 1,223,502 receiving sets licensed in Canada on March 31, 1939, nearly double the present figure, is asked by the Canadian Performing Rights Society (Canadian ASCAP), in its annual schedule now up for consideration by the Department of the Secretary of State at Ottawa. CPRS asks that this amount, $171,290.28, be paid by the broadcasters for the use of its repertoire in 1940, according to a schedule set up in the official *Canada Gazette* issued in November. In addition CPRS asks broadcasters to pay $7 for each of 2,400 receivers used commercially, as in hotels, restaurants, etc. which means another $16,800, or a total from the industry of $188,090.28.

In 1935 the Copyright Appeal Board of the Department of the Secretary of State decided the 8 cent figure was a fair fee. Last year CPRS endeavored to increase it to 14 cents per set, but was unsuccessful. In 1939 broadcasters paid $88,336.43 to CPRS for music on the 8 cents per licensed receiver fee. If CPRS is successful this year, broadcasters will pay almost $100,000 more.

Appeal Likely

Canadian broadcasters had until Nov. 30 to appeal from the proposed 1940 schedule. They do not feel the new fee will be approved by the Copyright Appeal Board, basing their contention on the understanding last year that the basic rate of 8 cents would apply this year also, but be definitely revised for the year 1941. Broadcasters will be represented at the Board meeting at Ottawa early in December by the Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters, which work closely together on the copyright situation.

Last year CPRS asked for $36,370, or $10 for each commercially used receiver. This amount was reduced to $17,000 by the CPRS during the Board hearing, and was brought down by the Board to $1,000. The broadcasters feel that if they are to pay a fee for commercially used receivers, they should also have the right to tell the user what stations to tune in.

This year the rate is set at $7, "which is based upon the fee of $10 fixed by the Board for such user in the years 1937 and 1938, less $3, being the saveable cost to the Society of selling such licenses individually," the CPRS says in its statement in the *Canada Gazette*. Based on last year's Board ruling, it is not likely that broadcasters will have to pay the entire $16,800 asked by CPRS for commercially used receivers. The CPRS, however, contends in its brief, that the Board reconsider last year's decision.

Broadcasters hope the Board will not increase fees this year because most of the money collected is understood to go out of Canada, and the Canadian Government has set up a foreign exchange control. They will also point out that there is less music used by broadcasters now than some years ago, the percentage having come down from 63% in 1935 to 58% today.

"Yes—he's our line and back-field, both!"

● Eons ago when the world was young and beautiful, alack—*i.e.* when we were in High School —we had a player on our football team who was six feet seven inches tall and who weighed full nineteen stone (266 pounds to you!). . . . True, there were also ten other men on the team. But as you can easily imagine, we really didn't need them!

As a result, we've always retained the conviction, since then, that *nothing* can take the place of *size and power.*

Today, we have ample proof that nothing can take the place of size and power in radio, too. Here in Iowa, WHO has eleven commercial-station competitors. . . . WHO, operating on 50,000 watts, has nearly *eight times* the nighttime power of all these other eleven stations combined. And WHO *regularly* pulls mail during winter months from every one of the 48 States in the Union—from Canada, Mexico and Cuba — from millions of families who would never have heard of us, except for our size and power!

Wouldn't you like to have WHO on *your* team? The cost is little more than one-fourth the price of the eleven other stations in Iowa. We'd be very pleased to send you the rest of the facts.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Bulova to Start New Network On East Coast Early in 1940

Legal Obstacles Out of Way, Work Begins on Installation of Fulltime WOV, New York

INAUGURATION of American Broadcasting Co., a regional network stretching from Philadelphia to Boston and keyed by a new fulltime 5,000-watt outlet in New York, is planned early next year under the banner of Arde Bulova, millionnaire watch manufacturer and broadcaster.

With all legal hurdles cleared, the Bulova organization already has begun installation of the new WOV, in New York, through consolidation of WPG, Atlantic City, and WBIL, time-sharing stations on the 1100 kc. channel. Already the principal owner of the other five stations, the network will be the first wholly-owned chain, even of a regional nature, to function in this country. In addition to the fulltime WOV, stations in the network will be WPEN, Philadelphia, WNBC, New Britain, WELI, New Haven, and WCOP, Boston. All but the Boston station are fulltime outlets.

Realizing the ambition of Mr. Bulova to have his own network, it was stated by his radio executive, Harold A. Lafount, former member of the Radio Commission, that the project does not encompass a nationwide chain. It will be a "center of population" operation along the Eastern Seaboard, he pointed out.

Lafount to Be Head

American Broadcasting Co., which already has been incorporated and is expected to be the permanent name of the network, originally was launched by Mr. Bulova and George B. Storer, prominent Detroit industrialist and broadcaster, about five years ago as a new network venture. It was terminated, however, with the turning back of a lease for WMCA held by these industrialists.

While details have not been worked out, it is expected Mr. Lafount will be the directing head of ABC. The starting date, under present plans, will be not later than Feb. 1. Whereas Mr. Bulova's acquisition of WPG, municipally-owned Atlantic City station, for $275,000 had been vigorously fought by stations in New York, no petitions for rehearing were filed with the FCC and the 20-day protest period for appellate action expired Nov. 22 without interventions of any character, and the FCC's action authorizing the new fulltime station in New York became final as of that date.

Mr. Bulova, it is estimated, has spent approximately $1,000,000 during the last three years in acquiring the fulltime New York station. His petition to the FCC for retention of the call letters WOV was granted Nov. 27.

In addition to paying $275,000 for the Atlantic City station, operating five-sevenths time on the 1100 kc. channel, he had previously spent a like amount for the former WLWL (now WBIL) which he purchased in 1937 from the Paulist Fathers. Another $300,000 was expended for WOV in 1937, purchased from the late John Iraci. This station, operating limited time on the 1130 kc. clear channel, will be deleted entirely when the new station begins operation, since it is only 30 kilocycles removed from the full-time frequency and under technical requirements a 50 kilocycle clearance is necessary in the same geographical area.

All told, it is estimated Mr. Bulova has invested upwards of $2,000,000 in radio in the last half-dozen years. In addition to his ownership interest in the stations to form the ABC chain, he also has a 50% financial interest in WNEW, New York, and WORL, Boston.

On Duplicated Clear

The present transmitter site of WBIL, in the New Jersey flats near Kearney, will be used for the new 5,000-watt station. To be in the Class I-B, or duplicated clear channel category, the station will operate simultaneously with KWKH, 50,000-watt outlet at Shreveport. It is anticipated that additional power may be sought later. WPG is expected to discontinue operation at the end of the year to make way for the new outlet in New York.

The Greater New York Broadcasting Co., Bulova corporation, which holds the construction permit for the new station, has been capitalized at $900,000, resulting from the merger of WPG, WBIL and WOV. To make up this capitalization, Mr. Bulova supplies the $275,000 for purchase of WPG, his entire interest in WBIL and WOV, representing purchase prices of $275,000, and $300,000 respectively, and $50,000 in cash.

POPULAR Peggy Stone, of International Radio Sales, making a vacation tour of the South, is here seen with W. E. Bray, manager of WAIM, Anderson, S. C., on the campus of Anderson College, directly facing the station. From Anderson Miss Stone went to St. Petersburg, Fla., to visit WSUN, which her firm represents.

WLW STUDY COVERS ADDITIONAL CITIES

A SURVEY for WLW, Cincinnati, covering five additional trade centers has been completed by Ross Federal Research Corp. Cities covered are Terre Haute, Richmond and Bloomington, Indiana; Mansfield and Lancaster, Ohio. During the survey week, Oct. 22-28, 12,092 calls were made by the surveyors. Tabulations cover six stations in Terre Haute, four in Richmond, six in Mansfield, four in Lancaster and six in Bloomington.

The new data supplement an original survey of 13 metropolitan areas and a second survey of seven markets, with 259,299 calls being made in the two studies.

Factual analyses of listening audiences in the 20 markets covered by the first two coincidental surveys have just been published by WLW. Both studies covered only city limits of the cities, without taking into account the rural areas, where WLW claims dominant coverage. In its data the station shows detailed cost and comparisons along with information on listening audiences, as computed from the survey results.

New Net Listed In AFRA's Ruling

Code Compliance Is Ordered For Transcontinental

TRANSCONTINENTAL Broadcasting System, projected new Elliott Roosevelt network, will have to comply with the Code of Fair Practice of the American Federation of Radio Artists before it can engage any AFRA members to appear on its programs, under a new ruling of the AFRA board which forbids any member from accepting a contract "from any network system until such system has been classified by the National Board or permission to accept such engagement and make such contract has been granted by the National Board." Ruling also states that the code applies to any new network as well as to NBC, CBS and MBS.

Admittedly designed to end the inroads of the American Guild of Radio Announcers & Producers, independent union, and the American Communications Assn., CIO affiliate, into AFRA's field of jurisdiction, is the ruling ordering AFRA members to report immediately membership in any infringing union and to drop such other membership should the board "be of the opinion that dual membership of any member in AFRA and any other union is detrimental to the best interests of AFRA."

Other recent board rulings include: A rule prohibiting members from waiving their rights in national or state social security benefits and classifying themselves as "independent contractors" so their employers are freed of the necessity of making social security payments; a rule that all written contracts must contain the unrestricted proviso that they are subject to all terms of the Code of Fair Practice, and a ruling that network commercial programs originating in New York, Chicago, San Francisco or Los Angeles, but which pick up performers from other cities, must pay the minimum national network fees for such performances, even though lower rates are usual in the cities from which the pickup is made.

RADIO SELLS LUXURY ITEMS

Oriental Rugs Moved on Morning Program by Department Store in Syracuse

RADIO'S ability to sell luxury items—such as Oriental rugs at prices ranging from $175 upward—is attested by Col. Charles W. Jacobson, head of the Oriental rug department of Dey Bros. Dept. Store, Syracuse, who for the last year has plugged his wares on a morning program on WFBL, Syracuse. Relating how a year ago he had chosen radio to do his selling job, against the advice of conservative counselors, Col. Jacobson declared:

"Thanks to radio, our Oriental rug sales today are 60% higher than they were before we went on WFBL a year ago. Equally impressive to me is the 200% gain in business in our rug-cleaning division in the same period. We went on WFBL with the firm conviction that if we could tell people the many advantages in owning high grade Orientals, selling would be simplified. That has been the case. Each day we endeavor to spend 95% of our time telling folks about what Oriental rugs are, their historical background, their artistic merits—and 5% we devote to what might be considered 'sales talk'.

"From the very first the results have been phenomenal. Because of their high educational factor, the talks are welcomed by people who can buy quality merchandise. The rest has been easy. With their interest in Oriental rugs crystallized by the daily chats, listeners quite naturally come to us when they reach the point of buying."

SEP Local Spots

WHENEVER an article or story with local interest for a particular city in the United States appears in the *Saturday Evening Post*, the magazine has recently been sponsoring 100-word announcements on the local radio station in the city invoved. BBDO, New York, is agency.

Electric Shaver Spots

KNAPP-MONARCH Co., St. Louis (electric shavers), has started daily minute announcements on WOR WMAQ WCAU KFI WNAC WTAM KSD KCMO WCCO KOIN WSB WFBM KLZ WFAA WWL. The firm is also using a series of 15-minute programs on WOR, Newark, and KCMO, Kansas City. The campaign closes Dec. 21. Cramer-Krasselt Co., Milwaukee, is agency.

Florida Orange Spots

FLORIDA CITRUS EXCHANGE, Tampa, on Dec. 4 will start participating sponsorship of Alfred McCann's *Pure Food Hour* on WOR, Newark, four times weekly 10-10:30 a.m. in the interests of Tree Ripened Florigold Oranges. Erwin, Wasey & Co., New York, is the agency.

ADVERTISING Federation of America has selected Chicago for the headquarters of its 1940 convention, which is scheduled to start June 23. Chairman of the convention and program details will be announced early in December.

*No Increase In Price!

Big changes in your radio map of Detroit and Michigan . . . WXYZ daylight power now upped from 1,000 to 5,000 watts. . . . New RCA transmitter and Blaw-Knox antenna . . . New and greatly improved location . . . Far wider and more intensive day and night coverage . . . Bigger audiences . . . Bigger Market. To nationally famous program excellence WXYZ now adds the knockout wallop of POWER . . . What a station . . . What a market . . . What a BUY.

KING-TRENDLE
BROADCASTING CORPORATION

WXYZ • DETROIT

*Current rates will apply on all orders for station time up to January 15, 1940.

Freedom of Radio Praised by Shouse

Says FCC Is Eminently Fair In Regulating Industry

DESPITE WLW's knockdown and dragout battle with the FCC over superpower, James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, Nov. 21 praised the regulatory body for its fairness and sincerity. He addressed some 500 members of the Cincinnati Electrical Assn., coincident with its launching of Radio Demonstration Week.

Also addressing the session, which adopted as its slogan "A Radio in Every Room", was Thomas Joyce, vice-president and advertising director of RCA Mfg. Co., who outlined the methods of increasing sales and depicted development of radio in the American scene. He predicted television and facsimile would take their proper places in the American system just as have radio, the telephone and the automobile.

More Than Its Share

Mr. Shouse observed, to the amusement of his audience, that WLW has had "in some respects more than our share of contact" with the FCC but said, that while the station's adherence to the policy of high power as the best means of improving service to small town and rural people seemed currently to be at variance with the philosophy of the present Commission, "we regard this divergence of views as an honest difference of opinion." He said WLW had found the Commission "to be eminently fair and sincerely attempting to keep American broadcasting progressive and honest in its assumption of the obligation it incurs while operating on facilities supplied to it by the people of this country for the use and enjoyment of all Americans."

Challenging accusations by "disgruntled critics" that radio is subservient to pressure from Washington or Wall Street or any other group, Mr. Shouse said nothing could be farther from the truth. He said: "Broadcasters have made mistakes, they make mistakes now, and I have no doubt but that in the future they will make mistakes, but I think it is extremely unlikely that these mistakes will include at any time on the part of any thinking broadcaster any foundation for the charge that broadcasting as we have it in the United States is the tool of any group, or is influenced by any power other than the best judgment and the conscientious thought of the broadcasters themselves.

"The fundamental principal of the American System of broadcasting is freedom of the air. Nobody controls radio programs, and nobody censors them except to conform with good taste and public interest. The result is that in the entertainment and educational end of radio there is a free and untrammeled expression of opinion and unlimited scope for ideas."

WROK, Rockford, Ill., on Dec. 1 joins MBS, bringing the network's total affiliates to 123 stations. WROK operates on 1410 kc. with 100 watts day power and 500 watts night power.

PRESS AND RADIO JOIN HANDS

For San Francisco Election as NBC's Al Nelson Breaks Down Long Antagonism of Newspapers

WHAT augurs a permanent reconciliation between press and radio in the San Francisco Bay region, completely divorced for 18 months, reached the nucleus stage last month with at least three of the metropolitan dailies collaborating with the stations on a give-and-take basis.

Mr. Nelson

NBC's Al Nelson, new general manager of KPO-KGO, started the radio-press cooperative ball rolling when he staged jointly with the *San Francisco Chronicle* a newspaper-broadcasting promotion stunt in conjunction with broadcasting of election returns on the "Ham and Eggs" pension plan. The party proved a forerunner to other newspaper-radio promotion stunts.

The *Oakland Post-Enquirer*, Hearst evening daily, made a deal with practically every station in the Bay area in which it obtained an average of five spot announcements daily for a week on each station, in return for generous publicity notices, program notes and personality stories and pictures of artists in its pre-Christmas special radio section of Nov. 24.

Coup by Nelson

The section was heavy with advertising placed by set manufacturers and distributors and contained many pages of radio news.

Mr. Nelson, who amazed the San Francisco radio fraternity by administering soothing syrup to the embittered press, after negotiating the deal, said: "If we want the newspapers to do something for us, we've got to do something for them." And that's just what KPO-KGO did.

The new San Francisco manager of the network told BROADCASTING Nov. 23 that he had made definite cooperative tie-ups with the *Chronicle* and the *News*, an evening paper. The papers and radio stations will work hand in hand in promoting each other's big features.

Although it was understood the *Call-Bulletin* and *Examiner*, two Hearst papers in San Francisco, were endeavoring to get a similar radio tieup, nothing definite had been set at press time.

When KPO-KGO and the *Chronicle* announced their election returns tieup, it was the first time in more than a year-and-a-half that the papers had given radio even as much as a nod. For nine consecutive days the KPO-KGO election broadcast was page one material in the *Chronicle*. The Sunday following the election there was a double page spread in the roto section, depicting scenes at the election broadcast and in the news section was a two-column photo of Nelson and a column story.

Mr. Nelson, who made the deal with Paul C. Smith, general manager of the *Chronicle*, saw that the paper received its share of cooperation from radio. He arranged an outstanding music and variety show, which interspersed the election returns. Five orchestras and nearly a score of stellar NBC song and patter artists appeared in person right in the editorial rooms of the *Chronicle*, scene of the election night broadcast. Both KPO and KGO released the affair for five solid hours.

PARKED on downtown street corners in San Francisco, several of these trucks were used to spread public reception of the joint KPO-KGO-*San Francisco Chronicle* broadcasts of California election news early in November.

Manager Smith was introduced to the air audience and the managing editor, city editor, columnists and political writers paraded before the NBC mikes during the evening. When the returns were all in many of the candidates, winners and losers alike, spoke over the mike.

Trucks and Newsreels

Loudspeaker trucks were stationed in front of the *Chronicle* Bldg. and in the heart of the downtown section in order that the pedestrians might hear the broadcast. KPO-KGO called attention to the broadcast with a series of approximately 10 spot announcements daily on each station for five days preceding the affair. A sound truck was driven throughout the city announcing the braodcast the day before election.

The radio stations arranged for newsreel cameramen to be on the job and for one week the whole broadcast party was featured on the screen at the Telenews Theater. Scores of hotels were notified of the broadcast and picked it up in the lobbies. A number of motion picture houses in San Francisco carried the entire election program for their audiences.

Chronicle Manager Smith said during his broadcast:

"I firmly believe that hereafter in this fashion will an intelligent American press, in combination with an intelligent American radio, cooperate effectively in the service of an intelligent, well-informed American public."

Two days after the election broadcast the *Chronicle* carried a story which asked the readers reaction to the affair. The article said in part: "Letters of suggestions and comment on the precedent making broadcast are requested by this newspaper. The results will be analyzed for future use by these two organizations but newspaper and radio men said that the final report undoubtedly will influence radio-press relations throughout the country."

On Nov. 10 members of the *Chronicle* staff attended a luncheon at KPO-KGO with Al Nelson as host. They listened to a playback of the election broadcast.

In June 1938 the San Francisco Bay Area Newspaper Publishers Assn. decided to abolish all radio columns and news from the six leading metropolitan papers. There had been no mention of radio in any form in the press since then until the *Chronicle*-KPO-KGO deal. Whether this is the opening wedge in the eventual return of the radio columns in the San Francisco press is a matter of conjecture.

SERVICE FOR WOR IS STOPPED BY AP

ASSOCIATED PRESS has discontinued its sustaining news service to WOR, Newark, because of that station's unwillingness to comply with an AP stipulation that its sustaining news periods be confined to the twice-daily five-minute news resumes supplied by AP. The service, for which no charge is made except "out-of-pocket" costs of the ticker service, was made available to broadcasters in the New York area by AP early this year, the news association offering these daily summaries plus special bulletins on a public service basis to succeed the service previously afforded by the Press Radio Bureau.

In offering this service, it was explained, AP did not want to compete with any other news agency selling news to radio stations and so included in the contract a clause limiting the station's sustaining news broadcasts to AP news. WOR uses Transradio Press for both commercial and sustaining programs.

Current users of AP's news summaries and bulletins on this "public service" basis include NBC's key stations in New York, WEAF and WJZ, and also WQXR, WNYC and WNEW. Service was supplied to CBS during the pre-war crisis period, but was discontinued when CBS, like WOR, objected to the restrictive stipulation.

General Mills Serials

GENERAL MILLS, Minneapolis, has bought two transcribed serial programs from Transamerican Broadcasting & Television to be broadcast five times weekly on a quarter-hour basis for two of its products, as yet undecided. The programs, titled *The Light of the World* and *Driftwood*, will be spotted in major markets until network time can be cleared. Blackett-Sample-Hummert, Chicago, is the agency.

Dutch Boy on Coast

NATIONAL LEAD Co., San Francisco (Dutch Boy paints), new to radio, starts Feb. 10 for 39 weeks, a half-hour quiz program, *Answer Auction*, on 12 CBS West Coast stations, Saturdays, 8-8:30 p. m. (PST). Program will originate from KNX, Hollywood, with Tom Breneman conducting. Agency is Erwin, Wasey & Co., San Francisco.

LENOX R. LOHR, president of NBC, on Nov. 29 spoke on the past and future of radio engineering before the Radio Club of America at the Engineers Club of New York.

Television Rules Given FCC Study

Changes Foreseen in Several Aspects of Group Report

MODIFICATION of recommendations of its Television Committee, proposing limited commercial operation of television, is foreseen by the FCC during its consideration of new rules designed to nurture development of the visual art.

With the voluminous report of its three-man Television Committee before it [BROADCASTING Nov. 15], the FCC at its meeting Nov. 27 began preliminary discussions on the far-reaching recommendations, with likelihood of action in the near future. The committee, headed by Commissioner T.A.M. Craven, has recommended two classes of stations — one class to pursue experimental research, but not required to render a service directly to the public, and the second to pursue program experimentation with definite public service requirements. The latter class would be permitted to broadcast sponsored programs provided the funds contributed would be used primarily for experimental development of program service.

Conflict Noted

Because of an apparent conflict in the proposed regulations on sponsorship, it appeared evident that clarification would be necessary. A blanket rule, applying to both classes of stations, proposes that there shall be no charge directly or indirectly for transmission of programs, while the proposed rules dealing with Class II stations would permit the limited sponsorship outlined.

Because of the limitations of the law, it was thought the Commission might evolve a series of regulations permitting such limited sponsorship, under which Class II stations would be allowed to broadcast what amounts to commercial programs but not receive any direct return from them. In other words, film offerings containing advertising copy might be transmitted with the sponsor footing the bill for the production costs. However, he could not compensate the station directly for the television "time" used. A second provision might authorize televising of regular studio programs broadcast orally with the accompanying commercial credits on the sound channel. Still a third procedure might include visual programs of a live nature especially developed for television, with the sponsor paying only the production and talent costs.

A combination of this nature, it was pointed out, might readily comply with the proposition the FCC has in mind without, however, permitting full commercial operation. Television experimenters, on the other hand, have expressed dissatisfaction with the proposed limitations and would prefer to see an outright lifting of the experimental ban with full range commercial operation allowed, with the licensees assuming whatever risk may be entailed.

On this score, it is pointed out that only by offering acceptable programs will the public be encouraged to purchase sets. Until manufacturers are in a position to engage in mass production of visual receivers, the costs are destined to remain high. This, it was pointed out, follows the evolutionary development of other industries engaged in development and manufacture of home products.

FEUHRER'S DECREE
Provides Prison Sentence for Foreign Listening

IT IS FORBIDDEN to listen to foreign broadcasts in Germany since Aug. 30, and this is the text of the Feuhrer's Ordinance contained in his order "for the formation of a Council of Ministers for the defense of the Reich":

1. Listening to foreign transmissions is forbidden. Those contravening this rule will be punished by hard labour or, in cases less grave, by prison. The receiving sets used will be confiscated.

2. Those who spread the news received from foreign transmitters will be punished by hard labour, and in grave cases, by death.

3. There also will be punished by hard labour or by imprisonment any one who infringes any prescription which may be promulgated in conformity with § 6 of the present ordinance.

4. The dispositions of the present ordinance are not applicable to actions committed in the performance of national duties.

5. The special tribunals are competent to examine, and give decision concerning infractions of the present ordinance.

6. The Reich Ministry for Education & Propaganda will publish the legislative and administrative prescriptions necessary for the execution and accomplishment of the present ordinance. Notably can it publish prescriptions concerning the confiscation of wireless sets.

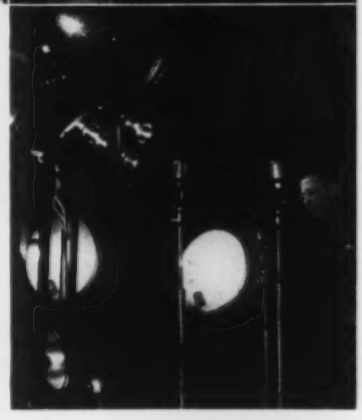
7. The present ordinance will enter in force immediately .

War News Levies Cut

DEARTH of war news has caused United Press to cancel the special war assessment levied against its newspaper and radio subscribers, while International News Service has reduced its assessment by 50%. Early in October both of these news gathering organizations invoked emergency clauses in their contracts to raise their rates, UP by 12½% and INS by 15% [BROADCASTING, Oct. 15]. No such increases were levied by Associated Press or Transradio Press Service, although both of these organizations admitted that the topic had been considered and might be brought up again at any time the increased cost of news collection abroad made it necessary.

New Idaho Station

CLARENCE BERGER, for 15 years identified with Pacific Coast radio, will be manager and commercial manager of the new KWAL, Wallace, Idaho, 100 watts night and 250 day, which begins operation Dec. 1. The station was authorized for construction in November, 1938. Partner with Mr. Berger in its ownership is James F. Howarth, Wallace broker. RCA equipment has been installed, together with a locally made 165-foot tower.



TELEVISION came to Oklahoma City Nov. 13-18 when WKY displayed an RCA-NBC traveling unit before some 51,000 persons. J. I. Meyerson (upper left), Oklahoma Publishing Co. promotion manager, was one of the speakers. Gayle V. Grubb, WKY manager (upper right), interviews a little lady. Edgar T. Bell, Oklahoma Publishing Co. secretary-treasurer, seems almost lost among the lights and gadgets as he addresses the crowded Municipal Auditorium. The affair broke all attendance records at the auditorium. On Thursday Nov. 16, a special demonstration was given for colored people. WKY's staff performed in costume at each of the air shows.

Six Viewpoints

AS A SPECIAL forum discussion of contemporary European affairs, WBT, Charlotte, N. C., recently broadcast the man-to-man opinions of a group of six local persons, all natives of different European countries. The group, whose nationalities represented Greece, France, Italy, Hungary, Germany and Scotland, but all of whom were naturalized American citizens, participated in the program with William Winter, educational director of the station, as part of the *Carolina Radio Forum* series.

WENY, Elmira, N. Y., Is Formally Dedicated

WENY, new 250-watt fulltime station on 1200 kc. in Elmira, N. Y., was formally dedicated with a special program Nov. 26. The new station will be a companion outlet to the already established WESG, operating limited time with 1,000 watts on 850 kc. WESG is operated under lease from Cornell U by the Elmira Star-Gazette Inc., licensee of WENY and a Gannett newspaper subsidiary.

Dale Taylor, manager of the Elmira studios of WESG since 1932 has been named manager of both stations. New department heads include Joseph Cleary, former assistant manager of WHDL, Olean, N. Y., as commercial manager; George Reid Clapp, formerly of WFBL, Syracuse, program manager, and Perry Esten, formerly of WDAN, Danville, Ill., chief engineer of WENY. The station will be affiliated with MBS and also will use NBC Thesaurus. Both stations are now operating from their new studios in the Mark Twain Hotel. An entirely new set of studios, offices, client and audition rooms were completed recently.

Television Show Offered by WKY

Six-Day Showing Introduces Visual Art to Southwest

WKY, Oklahoma City, introduced television to the Southwest Nov. 13-18 with a six-day demonstration at the new Oklahoma City Municipal Auditorium. Using an RCA-NBC traveling television unit, the station displayed the new art to some 51,000 persons.

With the cooperation of Oklahoma Publishing Co., parent firm, WKY exploited the demonstration by using 11,200 agate lines of paid space in the *Daily Oklahoman-Times* and received a large amount of publicity throughout the Southwest.

At the first showing Nov. 13, civic leaders, radio and technical guests were entertained. After that it was a "free show". A special demonstration for colored people was staged the night of Thursday, Nov. 16, a gesture that attracted wide publicity in the South.

Regular WKY performers took part in all shows, augmented by artists from other sections, including Nancy Callahan, Chicago's "most telegenic girl". Don McNeil, Nancy Martin and Jack Baker, of the NBC *Breakfast Club*, arrived the final day although their plane was grounded several hours on the flight from Chicago.

In charge of arrangements for WKY and the Oklahoma Publishing Co. were Edgar T. Bell, secretary-treasurer of the company; Gayle V. Grubb, WKY manager, and J. I. Meyerson, promotion manager of the parent firm. Richard H. Hooper was in charge of the traveling television unit.

WGNC, New Albany, Ind., across the Ohio River from Louisville, has asked the FCC to authorize it to move its main studios into Louisville.

SPOT RADIO
lets you decide it

Choose the best available hour for your program to go into each city. Have it there when the listening habits are best suited to your localized sales appeal.

1 Candid camera study of Advertiser explaining that his new product must creep before it can walk—or run.

4 "That's what SPOT RADIO means," he continues. "You buy any length program on as few or as many stations as you like.

5 'And you SPOT each program into each city at the best time for each particular market."

ANY WHERE

One station or a hundred—spotted to fit your distribution. Flexible in establishing a new product or adding pressure in areas where you want extra oomph.

ANY LENGTH

Station break or a full hour—25 words locally read or a fifteen-minute strip—any length of program, live or transcribed, individually spotted for each market in each territory.

2 "I want to get my distribution territory by territory," he murmurs plaintively. "How can RADIO help me on that?"

3 "Easiest thing in the world," replies his Agency Man. "We'll SPOT our programs by buying stations individually.

6 "Hallelujah!" mutters the Advertiser, "let's SPOT our RADIO and our distribution, SPOT by SPOT. Now SPOT me a program!"

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to suggest a specially prepared outline.

EDWARD PETRY & COMPANY

INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: **NEW YORK · CHICAGO · SAN FRANCISCO**
DETROIT · ST. LOUIS · LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

Specialty Division Is Formed by WE

F. R. Lack Heads New Branch, Including Radio Equipment

FORMATION of a new branch of Western Electric Co., Specialty Products Division, to handle broadcast equipment and related sound devices, was announced Nov. 20 by Western Electric Co. Because of the unique requirements of stations, airlines, Government services, and similar users of communication equipment outside the Bell System, the new division was created.

To begin formal operation this month, the new division will be headquartered at Kearny, N. J. F. R. Lack has been designated manager and will supervise all operations. The unit will be responsible for such by-products of telephone research as broadcasting equipment, sound systems, hearing aids, aviation, marine and police radio and equipment made to specification for the Government.

Speedier Production

"By bringing together at one location the personnel involved in development, manufacturing and commercial engineering, we expect to facilitate the fabrication and delivery of those products which normally lie beyond the scope of mass production operations," Mr. Lack said.

Mr. Lack has been associated with Bell since 1911, except for a period of active duty with the Signal Corp during the World War. As a member of the Bell Laboratories research staff he figured prominently in early development of radio communication, particularly in control of radio frequencies by piezoelectric crystals. More recently he has been in charge of vacuum tube development and since last year has been general commercial engineer of Western Electric.

The organization reporting to Mr. Lack will include F. J. Feely, in charge of manufacturing; H. N. Willets, assistant sales manager; E. W. Thurston, sales promotion manager; C. R. Hommowun, service manager, and J. W. Sprague, division comptroller.

Met. Opera on NBC

OPENING broadcast by NBC of the ninth consecutive season of Saturday matinee operas from the Metropolitan Opera House, New York, will be heard Dec. 2 with the performance of "Die Meistersinger", which was broadcast in its entirety only once before by NBC in February, 1936. Instead of simultaneous shortwave broadcasting, this year's performances will be transcribed and broadcast in full on NBC's shortwave stations WNBI and WRCA on the South American beam, with Spanish commentary, Fridays at 11 p. m. (EST), and on WNBI and WPIT, Saturdays at 10 a. m., on the European beam. The NBC staff will be the same as in previous seasons, with Milton Cross as announcer and Herbert E. Liversidge in charge of production.

THE call letters of WBEO, Marquette, Mich., have been changed by the FCC to WDMJ.

SMILES beam among the top men in Western Electric's recently formed Specialty Products Division as they are welcomed to their new headquarters at Kearny, N. J., by a giant telegram signed by Jack Poppele, chief engineer of WOR, Newark. This group, which will henceforth guide the production of aviation, marine, police and broadcast transmitting and receiving equipment, includes (l to r) Henry N. Willets, Elbert W. Thurston, Manager Frederick R. Lack, Frank J. Feely, John W. Sprague and Clarence R. Hommowun.

More Judges, Clarity in Appeals Urged By Justice Miller to Speed Up Courts

CONTEMPORARY problems of the country's appellate courts in their review of actions of the various administrative agencies of the Government, including the FCC, were discussed Nov. 17 at the American Bar Assn. Institute on Administrative law by Justin Miller, associate justice of the U. S. Court of Appeals for the District of Columbia.

Justice Miller

Pointing to the quantitative growth of appellate litigation and the consequent increasing complication of judicial duties, Justice Miller indicated that "the quantity product of our appellate courts can be increased only by adding judges". He also emphasized the importance of counsel hewing to the line in presenting administrative appeals, eliminating extraneous matters so the clear cut contentions may "clash head on".

In Chambers

"When you consider the time spent on oral argument; reading the records and briefs; conferring after argument; writing the draft opinions; studying the draft opinions in chambers and ironing out differences; revising the drafts; perhaps holding additional conferences; preparing the opinions for printing; reading proof two or three times—all in addition to the other work of the court on motions, petitions, etc.—it should be obvious that the quantity product of our appellate courts can be increased only by adding judges," Justice Miller commented.

"In view of the fact that the Federal judiciary costs less than 1% of the total cost of the Federal Government; and that our courts are apparently in a condition of permanent arrears; it is apparent that like Mark Twain's comment on the weather, while there is much talk about maintaining the judiciary as one of the three great coordinate branches of Government, comparatively speaking — and in spite of a few recent additions—no one seems to be doing much about it."

Lauding as an aid to the appellate court the provision of the Federal Communications Act, Sec. 402 (c), requiring that an appellant shall set down in writing his reasons for appealing from the determination of the Commission, Justice Miller called attention to Rule 33, recently adopted by his Court requiring similar written statements of the bases of appeal and relief sought for cases brought before that court.

Cautioning against counsel's briefs that force the court "to wade through a morass unanalyzed law and scramble through a jungle of undigested facts", Justice Miller continued:

"What has been said of the brief should be said with greater emphasis of the oral argument. An oral argument should be even more direct and to the point. This is an opportunity to give to the court in a nutshell what the dispute is between the contesting parties. To select an example, consider a hypothetical case from the Communications Commission, the most frequent litigant in the U. S. Court of Appeals.

A Terse Plea

"If counsel for appellant says to us: 'My client operates a radio broadcasting station under a license granted by the Commission; now the Commission has granted a license to another broadcaster to operate in the same city on the same frequency; the result will be to create disastrous electrical interference and destructive economic competition as a consequence of which my client will be unable to operate its station in the public interest; the Commission contends that, in spite of this situation, we have no appealable interest under the appeal section of the statute; we contend that we have; the issue for the court to decide is whether my client is an "aggrieved or interested person" within the meaning of Section 402 (b) (2) of the Communications Act'—upon such an introductory statement the court has the vital question before it within two minutes and can move on quickly with counsel to an analysis of the facts as they appear in the record.

"If, on the other hand, counsel begins by swamping us with a long detailed statement of facts and figures as to when, where and under what conditions its license was granted; what territory it serves; what a fine advertising medium it is; what its 1 millivolt per meter contour is; when the intervenor in the present appeal filed his application before the FCC; how the FCC behaved at the hearing; when it entered its order; when the order became effective; how uncooperative the Commission was in designating the record for printing; how arbitrary and capricious all administrative agencies are, and how far we have departed from the good old days when this was a government of law and not of men—about that time he will be interrupted by some impatient judge who will want to find out what the case is all about. Under such circumstances counsel will be lucky if he ever gets back to the outline of his argument as he planned it."

WIS to Offer WOLS, Florence, S. C., Station, As Bonus to Sponsors

EXTENSION of NBC program service, both sustaining and commercial, whereby NBC-Red and Blue programs and national spot features heard on WIS, Columbia, S. C., will be simultaneously broadcast on WOLS, Florence, S. C., was announced Nov. 21 by G. Richard Shafto, general manager of WIS. The affiliation plan, to become effective the morning of Dec. 25, will make WOLS available without extra charge to national spot and NBC accounts of WIS.

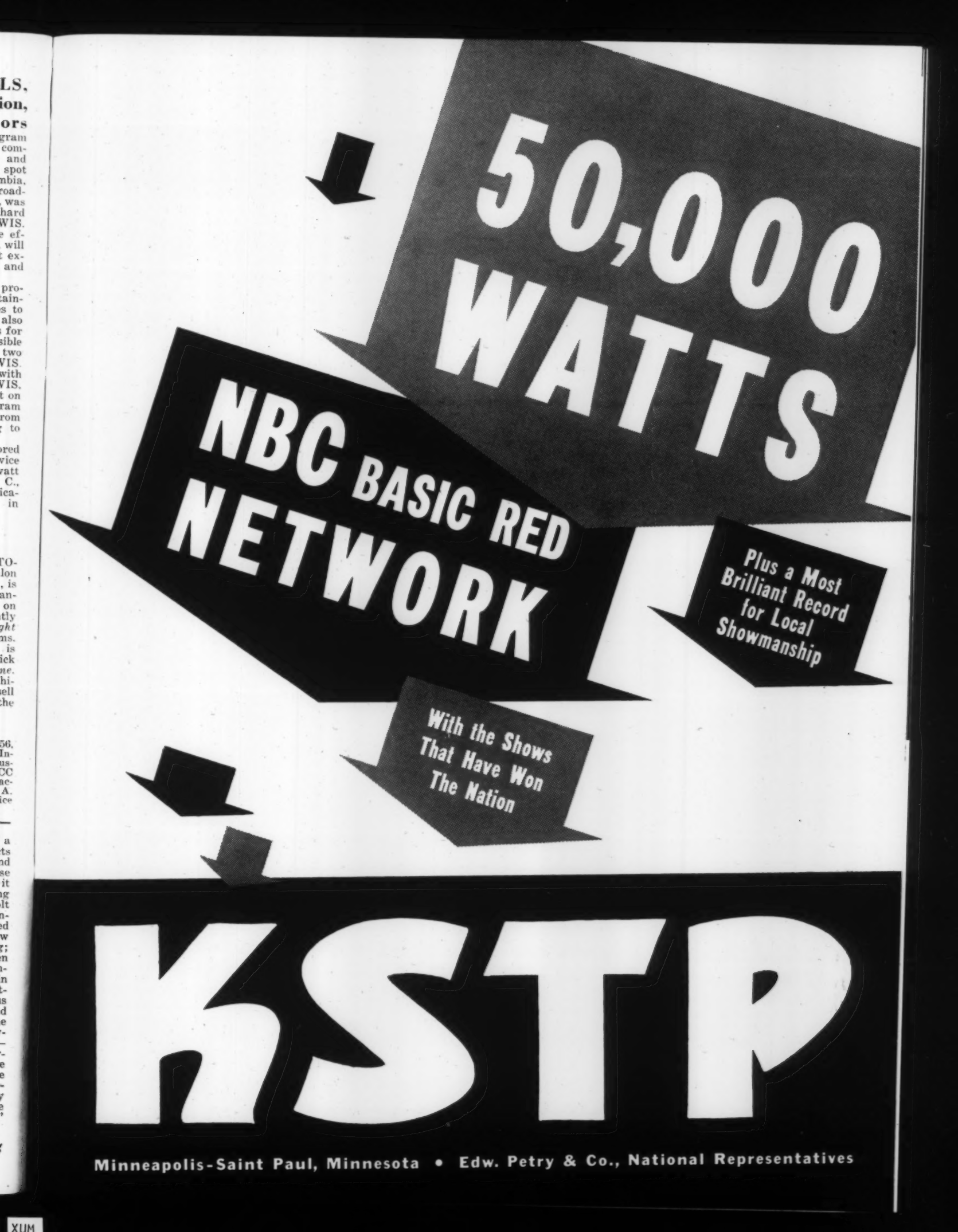
In addition to commercial programs, WIS plans to feed sustaining network and local features to the Florence station, which also will originate certain programs for transmission by WIS. A reversible program circuit between the two stations is being installed by WIS. WOLS operates on 1220 kc. with 250 watts unlimited time; WIS, 5,000 watts day and 1,000 night on 560 kc. WIS will supply program service to the Florence station from 8 a.m. to midnight, according to announced plans.

Previously WIS had endeavored to extend its nighttime service through operation of a 100 watt satellite station at Sumter, S. C., 40 miles distant, but the application was denied by the FCC in July.

B & W Using 48

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes and Big Ben tobacco), is using twice-weekly 15-minute transcriptions titled *Twilight Trails* on 48 stations. The firm is presently recording a new series of *Twilight Trails* for 26 15-minute programs. The orchestra of Bob Strong is featured with the singing of Dick Todd, singer of *Avalon Time*. Clark Phonograph Record Co., Chicago, is cutting the discs. Russell M. Seeds Co., Chicago, handles the account.

THE Nov. 15 BROADCASTING, page 56, in reporting elections of officers of Institute of Radio Engineers, erroneously listed L. P. Wheeler of the FCC as a newly elected director. The actual recipient of the honor was H. A. Wheeler, of the Hazeltine Service Corp.


50,000 WATTS
NBC BASIC RED NETWORK
Plus a Most Brilliant Record for Local Showmanship
With the Shows That Have Won The Nation
KSTP
Minneapolis-Saint Paul, Minnesota • Edw. Petry & Co., National Representatives

Show Cause Rule In Louisville Case

Kendrick Firm Named by FCC In Unprecedented Order

IN ANOTHER unusual action establishing precedent, the FCC Nov. 20 ordered the Kentucky Broadcasting Corp. to show cause by Dec. 5 why its construction permit for a new local station to be known as WINN in Louisville should not be recalled on the ground that it is not financially qualified to operate the proposed station.

The action grew out of the contention by the company, headed by D. E. (Plug) Kendrick, general manager of KITE, Kansas City, that the FCC in granting full time operation to WGRC, New Albany, Ind., across the river from Louisville, had set up a competitive situation which "would result in such severe loss of operating revenue to petitioner's proposed station as to impair the service which it could render."

The FCC Oct. 10 granted WGRC fulltime operation in lieu of daytime on 1370 kc. and the Kendrick company filed a petition for rehearing in which it made the economic allegation. In addition, the Kendrick petition stated that the fulltime grant to WGRC would "destroy the ability of Kentucky Broadcasing Corp. to render proper service in the public interest."

In its show cause order, the Commission said the allegations in the Kendrick petition "appear to constitute a voluntary admission that, by reason of the Commission's grant of the WGRC application, the new station would not be financially qualified to construct and operate the station in the public interest." It ordered the Louisville company to show cause on or before Dec. 5 why the construction permit issued to it last February "should not be recalled and said order granting the application of Kentucky Broadcasting Corp. for construction permit set aside, on the grounds that Kentucky Broadcasting Corp. is not financially qualified to construct and operate the proposed station in Louisville."

The FCC had granted the Kendrick application on Feb. 8 for 1210 kc. with 250 watts day and 100 night, unlimited time. On Oct. 10, without hearing, it had authorized WGRC to increase its operation from daytime only with 250 watts to unlimited time.

In its order, the FCC pointed out that it had previously found, in granting the Kendrick application, that his company had assets of $12,000 in cash on deposit in a bank and two demand notes of $6,500 each on which Mr. Kendrick was the payor. Moreover, it stated an agreement had been entered into between the corporation and Mr. Kendrick whereby he would loan to it up to $25,000 in cash in the event additional money is needed for the construction and operation of the station. It was on the basis of this testimony, together with an appraisal of the available business in the Louisville area, that the FCC originally had concluded that the applicant was financially qualified, the order said.

At the same time, the FCC denied the application of Gateway Broadcasting Co. of Louisville, for a hearing or rehearing on the WGRC application.

A PLEASING year of information dispensing via *Information Please* on NBC-Blue brought congratulations to Clifton Fadiman (center), m.c. of the program, from J. M. Mathes (left), head of the agency bearing his name, and Roy W. Moore, president of Canada Dry Ginger Ale. First Anniversary was celebrated in New York Nov. 14 with a party at the Waldorf-Astoria hotel for the program's participants and friends.

Grant of New Local Station in Denver Based on Purely Local Service Angle

FCC PRACTITIONERS are in a quandary over the grant by the Commission Nov. 16 of a new local station in Denver, the ruling having been premised largely on the conclusion that since all other stations in Denver were network outlets adequate facilities were not available for purely local service.

In a split decision, with a bare majority voting in favor of the application, the Commission concluded that it was desirable to have a purely local outlet in Denver unattached to any network. It pointed out that all stations operating fulltime in Denver are affiliated with national chains and that the hours during which these stations may reach the greatest number of listeners "are not available for local broadcasting". It was then concluded that local governmental, educational, civic, charitable, and community organizations "thus lack an effective means of reaching the radio public in the vicinity."

Signal Strength

Considerable discussion developed over the split decision because the network aspect appeared to be raised for the first time in a new station grant. Moreover, it was pointed out that in recent decisions the FCC had concluded that purely local facilities should not be granted to metropolitan areas of substantial size in which such a station could not provide an adequate signal.

In its opinion, however, the Commission took cognizance of its previous decisions involving this allocation principle and concluded that the proposed facility (250 watts local sunset, 100 watts night on 1310 kc. unlimited time) is capable of rendering service to substantially all of the city of Denver proper.

Commissioners Case and Craven dissented from the decision while Commissioner Brown did not participate. Voting in favor were Chairman Fly and Commissioners Walker, Thompson and Payne. The application originally had been denied May 18 but subsequently the applicant, F. W. Meyer, general manager of KLZ, petitioned for rehearing, which was granted and the case was reargued last Nov. 9.

Likelihood of petitions for reconsideration of the ruling—probably on behalf of KFEL and KVOD, regionals recently authorized to operate fulltime—are foreseen. It was thought these stations, as well as the networks, would not be disposed to let the allegation of network domination of programs during desirable hours go unchallenged. KFEL and KVOD, MBS and NBC outlets respectively, have claimed they devote ample time to programs of local character during desirable hours.

In its ruling the FCC pointed out that Mr. Meyer formerly had owned a one-third interest in KLZ but had disposed of it several years ago. It was stated he intended to resign his KLZ position if his new station application were granted.

After finding that the proposed station could operate profitably, that Mr. Meyer was financially qualified, and that there was need for a local coverage and a cheaper advertising medium than existing stations afforded, the Commission concluded that granting of the application, all things considered, would serve public interest.

Allocation Phase

On the allocation plan, the Commission said it had pointed out many times that under its rules and regulations, metropolitan areas like Denver and vicinity are designated as appropriate locations for regional stations. The Commission held that existing stations affiliated with the "national chains do not devote the most effective hours to programs of a local character." It added that the proposed station would offer to a considerable local listener group consisting principally of Denver residents a more definitely delineated type of community service.

"Care must be taken," the decision said, "lest by a too liberal assignment of frequencies to metropolitan areas, one district may, to the prejudice of other districts where there is a demand for facilities, have the benefit of an unduly large proportion of the limited broadcast channels available. But no such demand is shown here. Moreover, in view of the relatively large population in the immediate vicinity of Denver, it does not appear that there is an overconcentration of stations in that city. It may be noted also that in the instant case the additional assignment in view of its limited range is unlikely to exclude a projected station at another point."

The Commission also stated there is nothing in the Communications Act or its rules and/or policies which require a finding of a "definite need to support the grant of an application." The words "public necessity", it said, are not to be construed narrowly, but rather as calling for the most widespread and effective broadcast service possible.

HEARING ORDERED ON WBHP RENEWAL

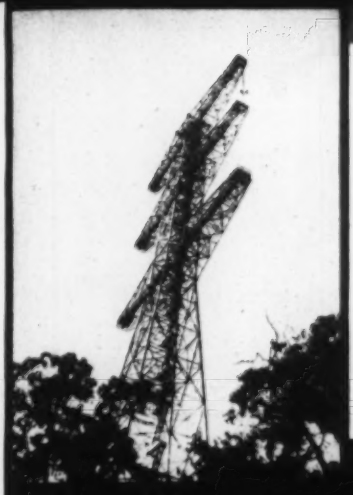
FOLLOWING its course of demanding strict observance of technical regulations, the FCC Nov. 20 designated for hearing on license renewal WBHP, Huntsville, Ala., for alleged violation of its technical regulations. The hearing is designed to determine whether the station licensee, Wilton Harvey Pollard "is capable of or willing to operate the station in accordance with the rules of the Commission."

The Commission at the same meeting assigned Ralph L. Walker, principal attorney, to preside at a hearing in Los Angeles Dec. 7 on the renewal application of KIEV, Glendale, Cal. The station was cited for alleged program violations and failure to provide the type of service it had pledged in its previous renewal. Complaints surrounded purported excessive use of phonograph records. The hearing is scheduled to be held in the office of the Federal Radio Inspector in Los Angeles on Dec. 7.

Commissioner Norman S. Case was authorized Nov. 20 under a special order to preside at the hearing involving the application of WHDH, Boston, for fulltime operation on the 830 kc. clear channel occupied by KOA, Denver, scheduled for Dec. 11 in Washington, as well as to hear, consider and act upon all petitions, motions and other preliminary matters in connection with the proposed hearing. The application, for an increase in power from 1,000 watts to 5,000 watts on the clear channel, together with full-time operation, involves a proposed "breakdown" of an established clear channel and raises a fundamental allocation issue.

Lewis-Howe Test

LEWIS-HOWE Co., St. Louis (Nature's Remedy), has started a test campaign of daily spot announcements on six stations. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.



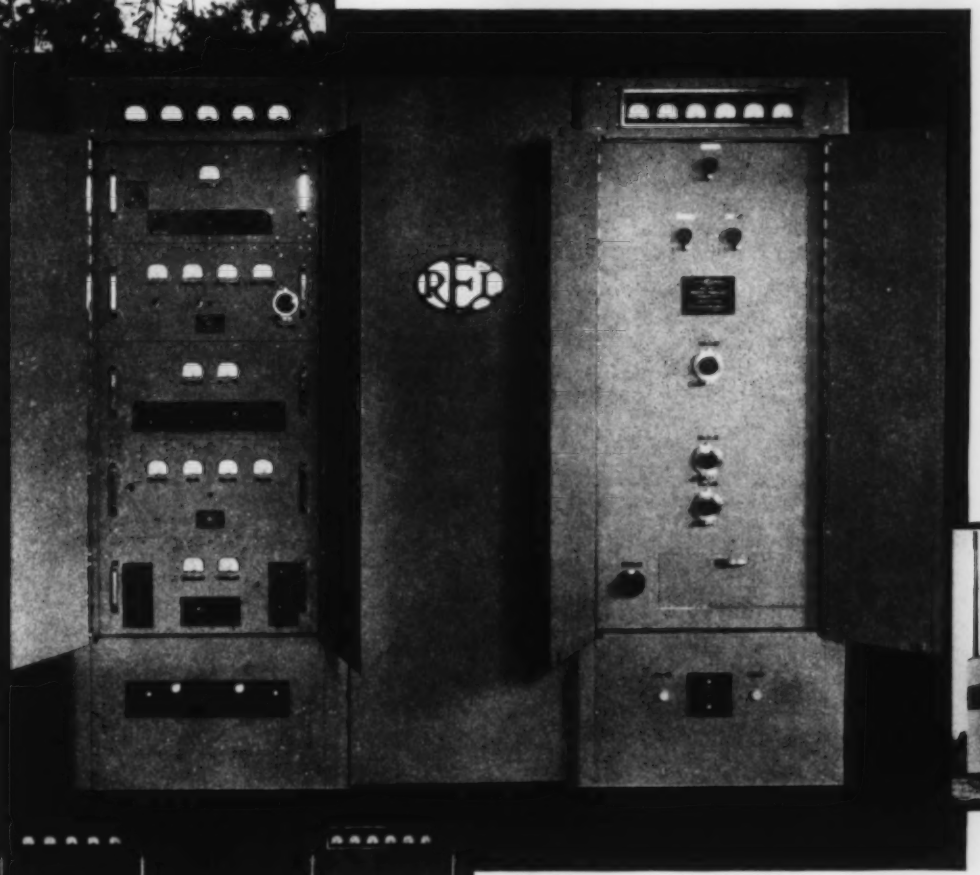
FREQUENCY MODULATION

(ARMSTRONG SYSTEM)

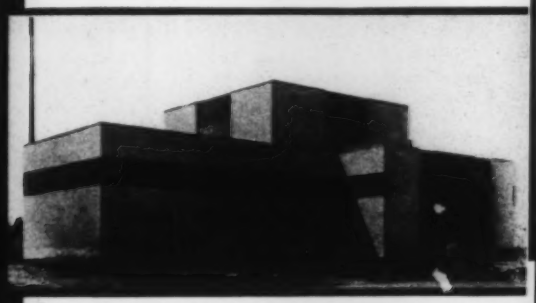
W2XMN, Alpine, N. J., Major E. H. Armstrong's original 40-Kw, Frequency Modulation Transmitter Tower . . . Metropolitan New York's newest landmark.

REL

1-2-5-50 Kw
FREQUENCY
MODULATION
TRANSMITTERS



REL 1-2-5 Kw models Frequency Modulation Transmitters, showing attractive arrangement of control, panels, etc.



W1XOJ, Yankee Network's 2,000 Watt mountain-top Frequency Modulation Station at Paxton, Mass. REL now installing 50,000 Watts.

Same REL Frequency Modulation Transmitter as above, with doors closed.

Radio Engineering Laboratories, Inc. are the builders of Frequency Modulation Transmitters (Armstrong System). As pioneers in the field of "high-signal-to-noise-ratio" radio transmission, we have already equipped the following stations with REL Frequency Modulation Transmitters, where they are now in regular use:

STATION	LOCATION	OWNED BY
W2XMN	Alpine, N.J.	Major E. H. Armstrong
W2XCR	Yonkers, N.Y.	C. R. Runyon, Jr.
W1XOJ	Paxton, Mass.	Yankee Network
WEOD	Boston, Mass.	Yankee Network
W3XO	Washington, D. C.	Jansky & Bailey
W8XVB	Rochester, N.Y.	Stromberg-Carlson Telephone Mfg. Co.
W2XQR	New York, N.Y.	J. V. L. Hogan

In addition, we are at present building REL Frequency Modulation Transmitters for the following well-known stations:

WTMJ	Milwaukee, Wisc.	The Journal
WHEC	Rochester, N.Y.	WHEC, Inc.
WGAN	Portland, Me.	Portland Broadcasting System, Inc.

Within the next 6 months, pending final approval by the F.C.C., approximately a dozen other of the nation's leading broadcasters are also planning to use REL Frequency Modulation Transmitters (Armstrong System), ranging up to 50 Kw.

REL

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET — Phone RAvenswood 8-2340 — Cable "RADENGLABS" — LONG ISLAND CITY, N. Y.

NBC Blue

"Information Please" has

"What's the Blue Network?" queried John Kieran over a glass of Canada Dry. And we always thought John knew all the answers!

"A clothes-line, maybe," suggested F. P. A., taking his eyes off the microphone in a determined effort to spear a very elusive "pin point" ginger ale bubble.

"No! No!" no'd Oscar Levant, rubbing a tell-tale circle from the piano top. "You're wrong, Mr. Adams. Now let *me* think. I *have* heard of it!"

"It's our network, you nit-works—I mean, you nit-wits," said Clifton Fadiman with unusual delight, "and *I* ain't Blue about it!"

MEET THE "INFORMATION PLEASERS"

In the swanky Grand Ballroom of the Waldorf-Astoria, the NBC Blue Network, on November 14th, went to a First Anniversary Party for "Information Please."

Here are shown some of the pictures taken during the festivities. Note one thing in particular: Everybody's happy.

The principals of the "Information Please" program . . . the Canada Dry executives and the agency men from the Mathes Company ...are all happy because they turned down the advice of opinionated radio "experts" who told them "Information Please" would never pay on the Blue Network—and now have increased Canada Dry sales mightily, with a far smaller expenditure than would be required for any other network.

The NBC'ers pictured are happy because "Information Please" is another in the long list of Blue successes—one more outstanding proof that you can reach the important two-thirds of the country—the "Money Markets"—on the Blue at lowest cost nationally!

The facts we can show you will make *you* a happy Blue booster! They're yours for a phone call!

On the air from the Waldorf-Astoria went "Information Please" the night of November 14th. With Jim Farley as guest "expert" the Board (John Kieran, Franklin P. Adams and Oscar Levant) is shown in background concentrating on Clifton Fadiman's (at small table, foreground) queries. After broadcast came First Anniversary Party. During its year on the air for Canada Dry, "Information Please" has been radio's outstanding quiz show.

NBC BLUE NETWORK

Better Buy Blue

National Broadcasting Company · A Radio Corporation of America Service

Goes to a Party

first radio anniversary

Mounted on a chair, President Roy W. Moore of Canada Dry rears back to let the First Birthday candle on huge cake "have it." P.S. He blew it out! Congratulations, Mr. M!

The happy smiles belong to J. M. Mathes, head of the Canada Dry Ad Agency; Milton Cross, NBC Announcer; Major Lenox Lohr, NBC President, and Roy W. Moore, Canada Dry President. The laughter, which came just before the birthday cake was cut, is the result of a sly remark made by Mr. Cross about sweets. Later, Mr. Moore said to Major Lohr: "Speaking of sweets, Lenox, the Blue is the sweetest buy we ever made!"

Said John Kieran to Major Lohr: "Roy Moore just told me that our program on the Blue has upped Canada Dry sales far beyond his expectations." "Yes," agreed the Major. "At a national advertising cost far lower than any other network's, Canada Dry reaches the markets with the spending money on the Blue." In case you're curious, we understand the gentleman on the right—Jim Farley, works for the U. S. Post Office Dept.

We expect that the Messrs. Mathes, Fadiman and Moore, shown here, are congratulating themselves on the showing of the Blue. We don't pretend to be Sherlocks but the enthusiasm evident on their faces leads us to this deduction.

Caught here in a chin-fest are Adirector W. S. Brown of Canada Dry; Fred M. Thrower, NBC Sales Rep. and Radio Director W. S. King of Mathes. While Mr. King's gaze followed the rustle of an evening gown, Messrs. Brown and Thrower were discussing recent Blue Network technical changes that have greatly increased the network's coverage. Said Mr. Thrower: "Yes, Bill—and the coverage has been increased *without* increasing advertising rates. Wanna buy some *more* time?"

'If I Gave Up All But One Medium'

Radio Would Stay, Says Morris Plan Official, as Result of Success

By RALPH W. PITMAN

President, Morris Plan Bank of Philadelphia

RALPH W. PITMAN

WHEN Mr. Pitman's bank made its radio debut in 1938, it set a high goal and trusted that, with good business, the goal might be attained Jan. 20, 1940. But radio was full of surprises, pleasant surprises, as Mr. Pitman soon discovered. He found that the 1940 goal was reached Aug. 31, 1939. He found that savings increased 150%; loans 51.7%. He found that radio was directly responsible for nearly half the new customers. Mr. Pitman is a former president of the National Morris Plan Bankers Assn., and is an official of a number of local Morris Plan banks.

PERHAPS, of all the questions that have come to my ears since we've started a radio campaign, the most frequent is—"Why has our program been so outstandingly successful?"

There are several reasons.

When we first planned our campaign, we knew we could not afford a show that would compete with the Jack Bennys, the Charlie McCarthys, the Andre Kostelanetzs. We wanted a program that would reach as many people as possible and, after much deliberation, we chose news. We knew that news was the one staple, day-in and day-out product in radio fare that was dialed for, listened to . . . especially these days, with the world in such a chaotic state. We therefore bought Transradio News.

Then, we wanted to make sure that our program would reach a maximum audience of adult listeners, and so we bought the nightly 10:45-11 strip on WIP.

Control of Continuity

When we had the time and program all set, we were particularly anxious to have a voice that would be authoritative, personal, and friendly, just as we have built the Morris Plan Bank to be. We wanted more than just a radio newscaster; we were after a voice that would be suitable for the program itself, and at the same time would reflect the stability of our organization. After extensive auditioning, we chose WIP newscaster John Facenda, whose voice blended ideally with our scheme. I hope he won't add another size to his Stetson when he reads this, but I can say that a great deal of the success of this campaign has been due to his unstinting efforts.

The next question that arose in our minds was that of commercial continuity. We, as radio listeners ourselves, resented too much sponsor's copy in many other programs, and we were resolved to keep our copy down to a minimum, make it brief and solid; yet always amiable and listenable. We have stuck to this code and it has more than proved its worth. The assistance and guidance of the John Faulkner Arndt Co., our advertising counsel, were valuable from the very beginning in this effort.

Since our broadcasts started, we've had inquiries from listeners within a 75-mile radius of Philadelphia; in New Jersey; Delaware and, of course, through Pennsylvania.

We were told before our broadcasts started that radio would reach a lower income group mass audience. However, we found that many of our new customers came from a higher income grouping than our advertising had previously attracted. Supporting this fact, we found that in the first eight months of our campaign the size of the average loan increased 21%.

Furthermore, we discovered that our business increases from radio were due to dealings with listeners in all walks of life; with cabdrivers, accountants, housewives, lawyers, grocers, laborers, clerks, executives, mechanics, white-collar workers, yes, even bank presidents. This proved to me that our broadcasting did not reach only the low-income group mass audience, but rather a perfect cross-section of American folk in every income group, from low to high.

One of the unusual features of our broadcasting campaign was the fact that results not only kept apace of the time, but that each succeeding month produced greater results than the previous one. We started on WIP on Labor Day, 1938, and each succeeding month from September of that year forward saw healthy increases percentage-wise. During our initial year on the air, our loan volume increased 51.7% over the same period the previous year.

During this same period, our savings increased by the unbelievable total of 152.9%. Again I would like to make mention of the fact that since November, 1939, each month has seen not only an increase in results, but larger increases than the previous months. In June, 1939, after we had been on the air eight months, we enjoyed the biggest increase-month in both the loans and savings business in our history.

All of this is the more remarkable when one considers our somewhat out-of-the-way location. Although not far from the central Philadelphia shopping area, we are, nevertheless, quite a few squares off the beaten path. In other words, our bank is not ordinarily just passed by and seen; it must be sought out and looked for.

Ahead of Schedule

When we first started our radio campaign in September, 1938, we set a high goal that we expected, with good business, to reach Jan. 20, 1940. *That goal was reached Aug. 31, 1939!*

Since the start of our WIP series we have kept a complete, careful check and record on all new customers. On a certified breakdown of all new customers, both loan and savings, from the period between October, 1938, and November, 1939, we found that radio was directly responsible for 46.7% of the total.

"Does radio advertising bring in sustained business, or does it come spasmodically?" Well, suppose I answer it this way. If we were forced to give up every advertising medium except one, we'd keep broadcast advertising based on its present proved results.

"How does radio, specifically our present WIP campaign, compare with newspapers, billboards, magazines, car cards, and other ad media, dollar for dollar?" Well, there's simply no comparison based on our own results, except with the medium of direct-by-mail.

I consider newspaper advertising one of the finest mediums available, and I still think highly of it. However, for our purpose, we found it was far out-ranked by our radio campaign for results.

It should be borne in mind that

(Continued on Page 36)

PRACTICAL BANK ADVERTISING

Requires Changing of Programs, Times and Stations, Says Morris Plan Official

PRACTICAL treatment of a bank's radio advertising as a selling rather than a continuing entertainment medium is advocated in an article in the *Financial Advertisers Assn. Bulletin* for November, written by R. M. Meisel, advertising manager of the Industrial Morris Plan Bank of Detroit. Citing the success of his bank's use of radio time [BROADCASTING, June 15], Mr. Meisel stressed the importance of changing programs, times and stations in order to reach and sell a greater number of listeners on the bank's services.

"Our radio advertising job, as we see it, is based on the building of good will and informing the public about the various services our bank has to offer and *selling* them," commented Mr. Meisel. "We are not in the entertainment or the educational field, although we make use of both in our programs."

Two Years Enough

"For example: For two years we aired a program entitled *Proper Pronunciation* which, according to the listening public, was not as pedantic as it sounds," he continued. "We were amazed at the interest the public took in the program as was evidenced by the thousands of postcards and letters received by our bank. We were urged to continue the show. We felt, however, that in two years we had saturated the number of listeners that this program could gain. Therefore our job was not to continue to bring our message to the same people but to that group who did not know about our bank.

"For our next show we chose to do a piece of research work on the national song hit which had been written by Detroiters. After several weeks of gathering material from all over the United States we started *Song Hits by Detroiters*. We changed the station but still kept to the 5 o'clock Sunday hour. We won many of our old *Pronunciation* listeners plus a host of others who had a primary interest in the musical field.

"After 13 weeks of that show we made a complete change of program idea, station, day and hour of broadcast. The sudden and dramatic change in the European situation created an unusual demand for news. Therefore we sponsored *Morning News Flashes* every morning at 7:30 a.m.

"Concerning our programs we believe: That each radio station has its own particular and peculiar following; that varied program themes will win a varied type of audience; that every hour in the day has its own listening group. Our advertising job then, as we see it, is to keep shifting programs to new focal points of interest through the use of new stations, varied programs, ideas and different time periods."

FOR
CHRISTMAS
BROADCASTING
Broadcast Advertising
1940 Yearbook Number Included

Special Christmas Gift

SUBSCRIPTION RATES

✶

10 Gift Subscriptions	$15
5 Gift Subscriptions	10
3 Gift Subscriptions	7
2 Gift Subscriptions	5
1 Gift Subscription	3

1940 YEARBOOK Number Included

Just a Man and a Mike

MOVE MERCHANDISE IN MASS

● In early 1936 WKY advised Kerr's, a leading Oklahoma City dry goods store, "Follow the news and listeners will follow your announcements." Kerr's took the advice . . . bought a series of after-the-news announcements. Today, Kerr's is completing its fourth consecutive year of following WKY's newscasts . . . and preceding them, too, advertising specific items from their great stock, snug in the knowledge that "this service has paid us well for the advertising dollar invested" . . . positive in the conviction that "it is largely responsible for the substantal increases Kerr's is showing in sales."

It makes little difference whether the job at hand is the production of a variety show with a cast of twenty-five or the coupling of a single announcer to a WKY microphone, WKY goes about the task with an eye to producing sales for the sponsor who uses its facilities.

Its record of accomplishment in this direction is written in the long list of local merchants who have tested WKY's sales-making power . . . extended the trial over a period of years . . . proved by direct response to WKY-advertised merchandise that WKY has the listeners and that WKY's listeners have the buying power.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WKRC's Transfer Approved by FCC

Cincinnati Station Sold to Newspaper for $320,000

SALE of WKRC, Cincinnati, by CBS to the *Cincinnati Times-Star* for $320,000, was approved Nov. 27 by the FCC. The station has been an MBS outlet since Sept. 24, at which time CBS, despite its ownership of WKRC, switched to WCKY, Cincinnati.

With approval of the transfer, Hulbert Taft Jr., son of the publisher of the newspaper, becomes general manager, succeeding William A. Schudt Jr., CBS executive who is expected to return to New York headquarters of the network. Commercial manager of the station is H. E. Fast, with Ruth Lyons as program director, Harold Coulter as promotion and merchandising director, and J. F. Tiffany as chief engineer. Weed & Co. succeeds Radio Sales as national representative.

General Manager Taft, a Yale graduate who also studied at Cambridge in England, has been an editorial writer for the newspaper for the last eight years. Commenting on the acquition, Mr. Taft said:

Previous Attempts

"The *Cincinnati Times-Star* has been interested in radio for years. We have made several attempts to purchase a radio station and this transfer is the culmination of those hopes and attempts. As a newspaper station, one of our primary interests will be to broaden and improve the news coverage wherever possible. To this end we have set up a studio and control room in the Times-Star Bldg. in downtown Cincinnati where the full service of the Associated Press and the local news-gathering facilities of the *Times-Star* will be available. We are adding several news periods to our daily schedule and have employed an additional news announcer and editor.

"It has been the policy of the *Times-Star* particularly during the war crisis of the past several months, to do its readers the compliment of giving them uncolored facts and letting them draw their own conclusions. In the operation of WKRC, we shall attempt to extend this policy to radio. Our general programming will place more emphasis on special events of local interest and educational programs.

"As far as business policies are concerned, we shall continue to enforce, in the main, those of CBS. Several vacancies on the staff have been filled in the past weeks by CBS and the same staff now employed at the station will be continued."

WHB Asks 50 Kw.

WHB, Kansas City, now operating daytime only on the 860 kc. clear channel on which WABC, CBS key in New York, is the dominant outlet, Nov. 22 filed with the FCC an application for an increase in power from 1,000 watts to 50,000 watts on that channel. No request was made for fulltime operation. Simultaneously, the station withdrew an application, pending since June, 1938, seeking fulltime on 860 kc. with 10,000 watts.

THE SMILE FLUSH recorded here may not win the chips, but it appears NBC President Lenox R. Lohr (center) was spinning a tall yarn when this group was caught in Pittsburgh recently—(l to r) Allen Billingsley, president of Fuller & Smith & Ross, and president of the American Association of Advertising Agencies; William S. Hedges, NBC stations vice-president; Major Lohr; Marvin W. Smith, vice-president of Westinghouse, and Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., and manager of its radio division.

Morris Plan Bank Likes Radio

(Continued from Page 34)

in Philadelphia the cost of adequate display newspaper advertisements appearing daily is prohibitive, except in a very large advertising budget. On account of this high cost, (justified by large circulation), the newspapers have not made a favorable showing in our survey based on comparative dollar costs.

"Have we found that radio brings in business that other media do not ordinarily reach?" That's a rather difficult query to answer in detail, but from my observation, I would say there's no doubt about it.

Please remember this salient point. Up to the time we went on the air in Philadelphia, no bank had used radio regularly. This meant that we were sailing in uncharted seas, with no rudder at our command other than our judgment. There was no precedent to go by; we traveled our own lanes.

Word-of-Mouth Bonus

Interesting, too, is the fact that with our radio-brought increases, our personal recommendation business has also increased. We attribute a great deal of the latter to our broadcasting series and a concurrent carefully designed direct-by-mail program; a general word-of-mouth build-up, although not directly traceable to radio entirely, is, however, another factor not to be lightly dealt with in any summary of the success of our campaign.

Thanks mainly to our radio series, The Morris Plan Bank of Philadelphia is showing its heels to many similar institutions in the country in percentage of increased business. Already, we have received any number of inquiries from other banks requesting full information on our radio campaign.

There are several points about radio broadcasting that have especially appealed to us. Previously with our newspaper, billboard, and car-card advertising we had to go through an entire routine with artists, lay-out men, copy men; then proofs, corrections, more proofs, perhaps further corrections before the ads could hit print. With radio, I've been amazed at the ease and dispatch with which we could get just what we want, on a few hour's notice. Yes, and in several cases of emergency, in 15 minutes. The extreme elasticity of radio broadcasting is one of its outstanding features as an advertising medium.

A Code of Action

We laid a solid foundation for our radio campaign. We prepared a code of planned action which we felt would be equitable, completely in the listeners' interest, and at the same time successful for us. We have adhered to this standard from the first evening our program sailed through the ether. It clicked, I believe, because of the superb machine-like cooperation from all concerned. However, in the first and final analysis, I believe the reason for its main success was that we gave listeners something they wanted to hear, the way they wanted to hear it.

In the months to come, we shall carry on serving King Public. We trust, in so doing, we shall merit its continued approbation and trust.

Cigar Series Extended

CONSOLIDATED CIGAR Corp., New York, on Nov. 21 started Fort Pearson's news program *Ten Headlines at Ten* on WMAQ, Chicago, Tuesdays, Wednesdays and Thursdays, 10-10:15 p.m., as an addition to its campaign for Harvester cigars of news programs on stations throughout the country. Erwin, Wasey & Co., New York, is agency.

Pillsbury Serial

PILLSBURY FLOUR MILLS Co., Minneapolis, on Nov 13 started a quarter-hour Italian dramatic serial *Nurse Maria Milano* on WOV, New York, starring Alba Luongo, Mondays, Wednesdays and Fridays at 11 a.m. Arthur Ashley Adv., New York, places the account.

Europe Adhering To Usual Waves

Few Deviations Are Shown; Montreux Plan in Doubt

DESPITE war hysteria in Europe, practically all nations, both belligerent and neutral, are observing their wavelength assignments, and there has been a minimum of upsetting of normal broadcast operations, according to a communication received in Washington Nov. 27 by Louis G. Caldwell, attorney, from Raymond Braillard, director of the Control Center of the International Broadcasting Union in Brussels.

Dated Nov. 10, the letter from Mr. Braillard stated that his organization has been able to maintain activity "in a reasonable manner and we continue, as in the past, to control European emissions on medium and long waves and emissions of a world-wide character on shortwaves."

With a minimum of exceptions, he added, all of the European nations continue to observe wavelength assignments. In case of accidental deviation, they take immediate note of the Control Center's observations, which are telegraphed.

Montreux Plan a Problem

Mr. Braillard said difficulty is arising in connection with placing in effect the Montreux Plan for realignment of European assignments next March 4 as scheduled. Divergent opinions have developed regarding effectuation of the plan at the scheduled date or its postponement. He said it might be possible to place it in effect with a delay of a few months so it will coincide with the summer period.

"As for the domain of shortwaves," Mr. Braillard observed, "it is, as you know, being increasingly invaded by new stations, not to mention the large increase in the power of existing stations. In the absence of a world-wide plan, which it would be useless to attempt to establish now, we are making our best efforts, through a series of individual arrangements, to bring about an assignment of the different stations on channels with a 10 kc. separation in order that at least the emissions of the principal stations may be protected.

"We do not know what the future holds for us but we continue our work as well as we can."

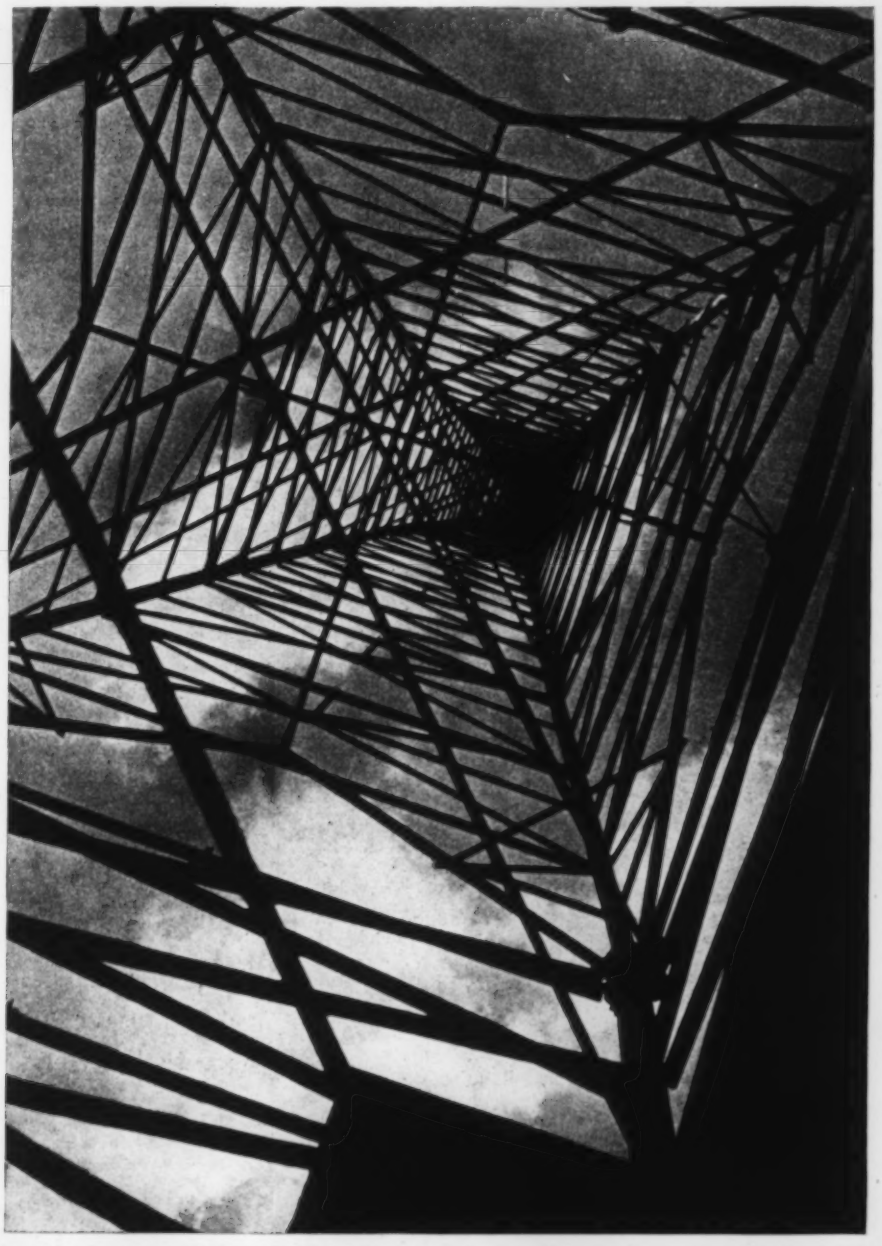
Express Spots

RAILWAY EXPRESS AGENCY, New York, on Nov. 27 started its annual Christmas campaign for its express services using spot announcements three to five times weekly on 50 stations throughout the country. Final spots in the campaign on Dec. 24 will feature L. O. Head, president of the company, expressing Christmas greetings to his employes, and will contain no commercials. Caples Co., New York, handles the account.

New Wheatena Series

WHEATENA Corp., Rahway, N. J. (cereal), on Nov. 20 started *The Wheatena Radio Playhouse*, a Jewish dramatic program, on WBNX, New York, Mondays, Wednesdays and Fridays, 5:30-5:45 p.m., and on WEVD, New York, Tuesdays, Thursdays and Saturdays, 2:15-2:30 p.m. Compton Adv., New York, is the agency in charge.

ANTENNAS
TO SUIT YOUR PREFERENCES



Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:—

SELF SUPPORTING CONSTRUCTION

Bolted, galvanized
Bolted, painted

GUYED CONSTRUCTION, UNIFORM CROSS SECTION

Bolted, galvanized
Bolted, painted
Welded, galvanized
Welded, painted

Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges and lemons), is offering more than 150 cash awards as well as a grand prize in a contest being conducted on its thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, on 31 CBS stations. Contestants are asked to finish the statement, "I like to have Sunkist lemons always on hand because _____" and also supply evidence of purchase in the form of six tissue wrappers from Sunkist lemons.

First prize is an all-expense paid trip to Hollywood from any part of the United States, for two persons. Contest which started Nov. 20 continues through Dec. 9, with prize winners announced on the Dec. 22 broadcast. Dealer display tie-ins have been distributed and the contest is also being promoted through 72 newspapers in 31 cities. Other contests as well as premium offers are also planned for the radio program during 1940, according to Russell Z. Eller, advertising manager of the Exchange.

* * *

Badger Hobbies

MORE than 1,600 grocers were invited to attend the Wisconsin Hobby Show, which opened for four days Nov. 30 at the Milwaukee Auditorium, as guests of the show management, Fels & Co., sponsors of Dave Elman's *Hobby Lobby* on CBS, and WISN, Milwaukee CBS outlet. Elman was to attend the show in person, conducting a special local *Hobby Lobby* show on WISN on Nov. 30, and then taking back with him to New York an outstanding Wisconsin hobbyist for a guest appearance on his regular network show Dec. 3. Promoting Elman's appearance, 500 posters have been distributed to independent and chain grocers handling Fels soap. Plans for the *Hobby Lobby* tie-in were made by Norbert Beerend, exposition manager, Cyril Fox, Fels advertising manager, Philadelphia, and Richard Haislet, Chicago manager for the soap company.

* * *

Maps for Survey

CANADIAN Broadcasting Corp., is making a coverage survey of its nine owned and leased stations throughout Canada with a multicolored war map of Europe. The map has two numbered linen ribbon place finders at the top corners, which when crossed to meet at numbers corresponding to those alongside a list of European cities on the side of the map, immediately locate the place sought. The CBC is sending these maps, in either French or English, to all listeners writing for them and enclosing 15 cents to cover actual cost of map and handling.

* * *

Wedding Invitations

ENGRAVED invitations to the marriage on Nov. 29 of Joan Field and Harry Davis, stars of the CBS serial program *When a Girl Marries*, were mailed to radio editors by the sponsor, Prudential Insurance Co. of America, New York, as a promotion stunt, through Benton & Bowles, New York, the agency handling the account. The program, which started last May, has been featuring the troubles the young couple have had in arranging the marriage date.

Merchandising & Promotion

Wisconsin Show—Sugar Coated—More Copper—Plane Prizes—Strip Salesmen

KYA Open House

KYA, San Francisco, held open house at its studios Nov. 27. The evening was called "Jean Fay's Open House" and admittance was by ticket distributed to those who wrote for them via Miss Fay's commentary program. A variety show was staged. Guests were taken on personally conducted tours of the various departments. A sound motion picture, "The American Way", was shown. Manager Reiland Quinn acted as m.c.

* * *

Mikes of Sugar

LOLLYPOPS, wrapped in cellophane and decorated as a microphone, cushioned in tissue and individually boxed, have been sent to a list of 300 local clients, agents, prospects and their children by WCCO, Minneapolis. With compilation of the list left to the discretion of the WCCO sales staff, the promotion is reported as so successful that an additional 200 lollypops are being distributed.

* * *

KMPC Trailers

WHEN Fred Henry and Clete Roberts, Hollywood news commentators, switched their nightly *Let's Talk Over the News* feature to KMPC, Beverly Hills, the sponsoring Downtown Newsreel Theater announced the station change with screen trailers and is continuing promotion of the feature with trailers at every hourly show change.

* * *

Clock Stuffer

FIFTY thousand red-striped stuffers promoting RCA Victor records and the *Musical Clock* recorded program on KYW, Philadelphia, are being slipped into all record shipments by Raymond Rosen & Co., RCA Victor distributor for the Philadelphia metropolitan area.

* * *

Copper Cash

URGING advertisers to "cash in on the copper market", KGIR, Butte, Mont., has sent out a promotion letter printed on sheet copper, along with a solid copper watch charm, bearing no radio advertising but boosting Montana as a vacation land.

A FOOTBALL window in Pittsburgh's Bond's Clothing Store, sponsoring an early-morning program on WCAE, proved a sidewalk magnet. Photos of the three local college teams and of Atlantic ing Co. announcers were included.

Little Planes From Big

TAKING advantage of Armistice Day and the flying ability of Fred Clarke, chief engineer, KROC, Rochester, Minn., worked out an unusual stunt to publicize two Minnesota Radio Network shows, *Captain Midnight* and *Jack Armstrong*. Inviting all children in the community to Soldiers' Field at Rochester for a special Armistice Day party, the station sent Clarke aloft in his plane, where he released 5,000 small cardboard planes bearing printed plugs for the Shell Petroleum and Wheaties shows. To make the search for planes more interesting, some were keyed so finders would win 500 special prizes, including cash awards, autographed photos of Bernie Bierman, Minnesota U football coach, large aluminum planes and a hundred theater tickets.

* * *

Printing Awards

SERIES of seven mailing pieces and a humorous calendar, used as a Christmas greeting, issued by NBC and three promotional releases of the MBS sales promotion department were given awards of special merit in the Fifth Annual Exhibition of Printing held in November by the New York Employing Printers Assn., New York. The Mutual pieces selected were: "Some Think Them Sacred," "The Guinea Pig Goes to Town" and "How Big is a Rubber Band?" Prize selections, chosen among 1000 pieces submitted, have been on display since Nov. 20 at the Association's offices at 461 Eighth Avenue.

* * *

How to Merchandise

COMBINING success stories and a description of the various steps the merchandising department takes in promoting a particular enterprise or product, WHK-WCLE, Cleveland, has published a loose-leaf brochure, complete with line-drawings and halftones and using a blue-and-white motif. Extra copies of the booklet, which has been distributed to all NBC-Blue stations by the network, are available to advertising agencies and others.

* * *

Kate's Own Team

ALL-COLLEGIATE football team, as selected by the nation's football coaches, will be announced Dec. 8 on the *Kate Smith Hour*, an annual feature of the CBS program, which is sponsored by General Foods Corp. Six of the nation's outstanding coaches comprise Kate Smith's committee, which checks the ballots and determines the winners, each of whom receives a specially designed and engraved gold watch.

* * *

Local Wires

WJBK, Detroit, early in November dispatched 1,500 telegrams over a period of 13 consecutive days to 98 advertising agency account executives and key men in local department stores, combining a description of the high points of available features and general sales talk.

One Cent Sale

AFTER successful inauguration last year, KFRO, Longview, Texas, is offering an interesting proposition to timebuyers in its second annual One Cent Sale, to be held in January, 1940. Advertisers may buy one unit of KFRO broadcast service and for one cent additional may receive a duplicate unit, both to be broadcast the same day. No contract will be accepted for longer than 13 weeks under this special sale, and contracts must start next January.

Selling by Serials

SALES executives and actors of NBC-Chicago addressed the Women's Advertising Club of Chicago Nov. 21 on the sales potentials of radio script shows. Using *Girl Alone*, five-weekly strip show sponsored by Quaker Oats Co., as an illustration a complete sales presentation was made by S. N. Strotz, general manager of NBC-Chicago; H. C. Kopf, network sales manager; Emmons Carlson, sales promotion manager; Paul McClure, assistant network sales manager; Fayette Krum, author of *Girl Alone*; Betty Winkler and Pat Murphy, stars of the daily program.

* * *

Texas Blow-ups

KFRO, Longview, Tex., is mailing a blow-up of its ads currently appearing in trade journals to about 500 advertising agencies and clients, in addition to other regular monthly mailings the station gets out. KFRO is planning a new direct mail series to call attention to its power increase, to come in February.

* * *

BROCHURES

NBC-Red: Ad-reprint brochure, ". . . and gravy, too, for Red Network users", emphasizing the "contented customer" theme.

UNITED PRESS: Large folder with headline montage promoting UP's claim to a two-hour beat on the German "beer cellar bombing".

KFBK, Sacramento: Direct mail folder built around baseball broadcasts on the station and naming by Pacific League of Tony Koester, of KFBK, as "most popular and effective baseball announcer in Pacific Coast area."

NBC-Blue: Blue-highlighted folder. "Dialogue Over Pittsburgh", based on Blue-bonus resulting from new transmitter of KDKA, Pittsburgh.

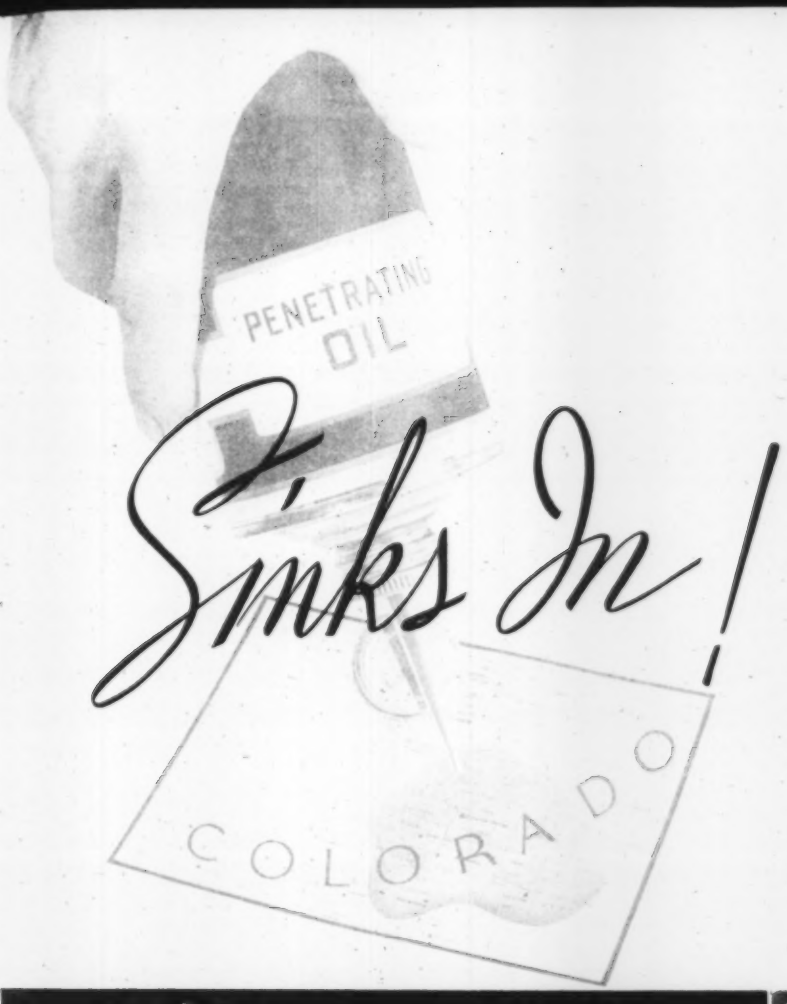
CBS Pacific Network: Two-color geographic-commercial coverage brochure.

KFDA, Amarillo, Tex.: Illustrated magazine-size offset-printed brochure covering station personalities and facilities, with simulated *Time* cover.

WBT, Charlotte: Twenty-page brochure, "They sell these . . ." telling how a program featuring Carolina children on WBT boosted sales of Norge refrigerators and appliances to record-breaking proportions.

KGKO, Fort Worth: Brochure based on theme, "The Blue Ribbon Station of the Blue Ribbon State".

OKLAHOMA NETWORK: Two-color direct mail piece, "OK for Oklahoma", containing station statistics, etc.



Sinks In!

KVOR does MORE than "cover"

...it PENETRATES its market!

● Coverage, says Webster, is the portion of a group or of a community reached by a particular advertising medium. KVOR offers more than coverage for KVOR does more than *reach* or extend out *to* the cities in its listening area. A better word is penetration, for surely KVOR enjoys the faculty for *entering* or *piercing* its market area.

Reduced to people and dollars, KVOR's market is 219,007 people who spend nearly $54,000,000 a year in its retail stores. People in Castle Rock, in Canon City, in Walsenburg, in Pueblo enjoy KVOR's entertainment, respond to KVOR's product exploitation with an enthusiasm equal to that in KVOR's home town, Colorado Springs.

Giddings, Inc., Colorado Springs department store, for instance, after three years on KVOR, writes: "It is not uncommon for us to complete many orders from Cripple Creek. Canon City, Pueblo and many other cities as a direct result of our KVOR advertising." And Waymire Clothing Company testifies: "We have used daily advertisements over KVOR the past two and a half years and have been advised of its far-reaching effects by customers who come from outlying territories and nearby towns as well as from customers in our own city who have heard our advertisements."

Evidence is abundant on all sides that KVOR is the home station of Southern Colorado. The way into the homes of this Pikes Peak region is through its home station.

I am depending on KVOR as one of the most effective mediums of reaching the public. It is gratifying to see our machinery working full time and KVOR is due much credit as it had the responsibility of most of our advertising program.—Johnie Foust, Dr. Pepper Bottling Company.

We bought KVOR program to convince the public of our superior service —and it has worked. In the face of price cuts, which we did not meet, nothing has fortified us so well; nothing has carried the letter and spirit of our message so completely as KVOR.—Orvil Potts, Ideal Cleaners.

KVOR *Colorado Springs*

CBS Affiliate
1000 Watts
Full Time

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS

WKY, OKLAHOMA CITY ★ KLZ, DENVER *(Affiliated Management)* ★ REPRESENTED BY THE KATZ AGENCY, INC.

Radio Set Production, 9 Million, Breaks Record

WITH a production of over 9 million radio sets, 1939 will break all records for the number of radios manufactured, according to Dr. O. H. Caldwell, former Federal Radio Commissioner who is now editor of *Radio Today*. So far, factory reports show an increase of 25 to 30% over 1938, when production exceeded 7 million radios, according to Dr. Caldwell. Unit values are up, and console sales in some cases are double last year's.

With radio dealers' reports indicating that only half of the 1939 radios will replace existing sets, this means that nearly five million new "listening posts" for broadcasting will have been added in American homes, offices, automobiles, etc. This will bring the U. S. total to 46,000,000 radios.

WNEW, New York, on Nov. 27 signed a new five-year contract with Martin Block to continue his *Make Believe Ballroom* program as an exclusive feature of the WNEW artists bureau. The contract is retroactive of Nov. 1 when Block's six-year contract ended.

Continued Temporary Time Extensions No Longer to Be Granted by the FCC

COINCIDENT with termination of special temporary authorizations to operate additional hours held by a half-dozen stations, the FCC announced Nov. 21 that it will strictly enforce its rules governing such temporary authorizations and that continued extensions will not be granted.

Not Recurrent

Formal notice to all stations was given Nov. 21, following individual notification to the stations holding such authorizations, that the practice would be condoned no longer. At its meeting Nov. 14, after a full discussion, the FCC decided to enforce its rules in this connection [BROADCASTING, Nov. 15]. It did this with the full realization that past grants of that character usually resulted from pressure from various quarters.

In letters to the stations previously holding such authority, dated Nov. 17, the FCC pointed out that requests for additional time must be limited to temporary periods for transmission of programs which are not recurrent. It specifically mentioned that requests for network or similar programs which extend over a long period of time cannot be granted under this provision of the regulations.

Stations which were notified of the new policy in considering future extensions include WDGY, Minneapolis; WMAZ, Macon, Ga.; KEX, Portland, Ore.; KOB, Albuquerque, N.M.; WMPC, Lapeer, Mich., and WSPR, Springfield, Mass. The stations have been operating under special temporary authority for additional hours for varying periods ranging from 1937 through this year.

In its notice Nov. 21, the FCC pointed out that two provisions are particularly called to the attention of licensees on special temporary authorizations. These specify that requests must be made ten days prior to the time of desired operation or in special cases where the request cannot be made on time, a full explanation must be made in the request as the basis for acceptance. The second section provides that requests must be limited to temporary periods for the transmission of programs or events "which are not recurrent". The FCC stated that all requests will be considered strictly under all other provisions of the rules and that those which are not in accordance with the rules "will not be granted".

It was pointed out that a program concerning a community chest drive, the dedication of a public building, an address by a prominent citizen, or a sports event may be considered under the regulations providing that only the actual time required for such operation is involved.

Formal Applications

"Additional time for holding the audience or for the convenience of the licensee is not in order", the notice stated. "Requests to carry programs which are recurrent and extend over considerable time, particularly beyond a definite 30-day interval, cannot be considered as proper basis for a request for temporary operation. Requests for such operation should be made by formal application in accordance with the rules governing the same."

Last June, when Commissioner George H. Payne granted WDGY authority to operate full time in lieu of its limited hours on the air, controversy developed in connection with this practice. A possible new breakdown of allocations fundamentals was seen at that time. Following this grant, a number of other stations were accorded similar authority and the issue came to a head at the Nov. 14 meeting of the Commission, at which time the rigid enforcement policy was agreed upon.

Suichide

DOUG ARTHUR, program director of WIBG, Glenside, Pa., argues with himself on the air in a new form of double-talk commercials. His live voice takes a bawling out from his recorded one, to demonstrate the quality of recordings made on the Wilcox-Gay Recordio, sold by the sponsors of a portion of his daily *Danceland* program.

WHO Gives 10% Bonus

DIRECTORS of Central Broadcasting Co., owners and operators of WHO, Des Moines, have authorized for the third successive year a bonus based on the following scale: Employes with five or more years service will receive 10% of annual salary; four years, 9%; three years, 8%; two years, 7%, and one year, 5%. Checks are to be distributed Dec. 22.

WOR to Pay Bonus

CHRISTMAS bonuses will be paid Dec. 5 to all employes of WOR, Newark, who have been with the station six months or more, it has been announced. Those on WOR's payroll for a year or more will receive two week's extra salary if they make $50 a week or less and one week's extra pay if they earn more than $50 weekly. Those employed between Jan. 1 and July 1 of this year will receive half bonuses.

THE EARS OF KANSAS
— mean profits for you!

Just one more example of WIBW's audience-building services . . . the only COMPLETE broadcast of National Cornhusking Contest Finals.

When one single station can reach the listening ear of the entire state of Kansas and well over half of all adjoining states, it's *bound* to be a productive buy.

But when that station is so firmly entrenched in the daily life of these people that it is a dominant factor in guiding their purchasing habits . . . it belongs on the "must" list of every advertiser who wants immediate action . . . results.

Such a station is WIBW . . . friendly, neighborly and homey in speech and programs. A new, ultra-modern transmitter operating on the choice, productive frequency of "580" assures peak reception.

Let us show you how we can produce the same profitable results for you as we have for hundreds of other enthusiastic advertisers.

WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Retailers Reveal Radio Preference

WOR Survey Indicates Their Choice of Air Selling

RADIO is the best means of advertising grocery-store products, in the opinion of retail grocers and middlemen, according to an intensive survey of the New York metropolitan area conducted last spring by the Grocery Laboratory for WOR, which has published the results of the study in a handsome book, "Hand to Mouth". Survey also showed WOR considered as the "best buy for a food advertiser" among New York stations by middlemen and supermarket managers and the second choice of independent retail grocers.

Questionnaire, prepared by WOR, was submitted by interviewers of Grocery Laboratory, a research organization continuously checking the movement of branded grocery products in New York City, to 322 independent grocers, 28 supermarket managers and 28 middlemen in the city and suburbs. Interviews were made on March 6 and 7, 1939, in the city and from March 27 to 30 in the outer trading area, days chosen to avoid week-end customer rush.

They Prefer Radio

Asked what type of advertising they believed most effective for a well-established food product, 60% of the middlemen, food brokers and distributors, chose radio, 14% newspapers and 26% other media. For a new food product, 61% recommended radio, 25% newspapers and 14% other media. Of the independent grocers, 77% said radio, 20% newspapers and 3% other media for well-established products; for new products the vote was: Radio, 85%; newspapers, 14%; other media, 1%. Supermarkets choice for an old product broke down into 72% for radio, 21% for newspapers and 7% for other media; for a new product 86% favored radio and 14% newspapers with no votes for other media.

Seventy-three per cent of the grocers and 79% of the supermarket managers said they stocked products because of customer demand traceable to advertising, with 80% of the grocers and 73% of the supermarket managers naming radio as particularly effective in building such demand. In each group, 9% chose newspapers. Asked what form of advertising customers mentioned most, 80% of the grocers and 68% of the supermarkets reported radio.

Half of the stores were found to contain radios of which 95% were in working order and 22% were tuned to WOR, according to "Hand to Mouth", which also contains brief success stories for a number of food advertisers who have used WOR, a score of amusing illustrations having no particular connection with the subject, and a text prepared in typically sparkling fashion by Joseph Creamer, promotion director of WOR.

RED BARBER, sportscaster of WOR, Newark, is narrator for the National Baseball League's new film, "Play Ball, America," now being shown in schools, colleges and men's clubs. He also will be heard in the National Professional Football League's film, which is to be made shortly for a similar audience.

From Detroit

WITH expansion of the dramatic productions of WXYZ, Detroit has become a major production point for regular nationwide programs. The latest WXYZ-produced coast-to-coast show, *Ned Jordan, Secret Agent*, started on MBS and Don Lee Nov. 14 after a successful year on WXYZ and Michigan Radio Network stations. In addition WXYZ is producing for nationwide reception *The Green Hornet*, recently switched from MBS to NBC-Blue, and the famous *Lone Ranger*, heard on MBS and Don Lee and via transcription.

WALTER PONTIUS, singer of WGN, Chicago, and father of Don Pontius, traffic manager of MBS, Chicago, died Nov. 14. Mr. Pontius was well-known in Chicago as a voice teacher and radio singer. He was starred on the MBS program titled *The Northerners*.

Lottridge Manages WOC

APPOINTMENT of J. Buryl Lottridge as manager of WOC, Davenport, as of Dec. 1, was announced Nov. 16 by Col. B. J. Palmer, president of Tri-City Broadcasting Co. and of WHO, Des Moines. He has been with WHO since last February as a member of its commercial department. Formerly a station representative in Chicago and Kansas City, Mr. Lottridge several years ago was sales manager of Central States Broadcasting Co. with headquarters in Omaha. Afterward he joined KOMA, Oklahoma City, as sales manager, and KTUL, Tulsa.

Mr. Lottridge

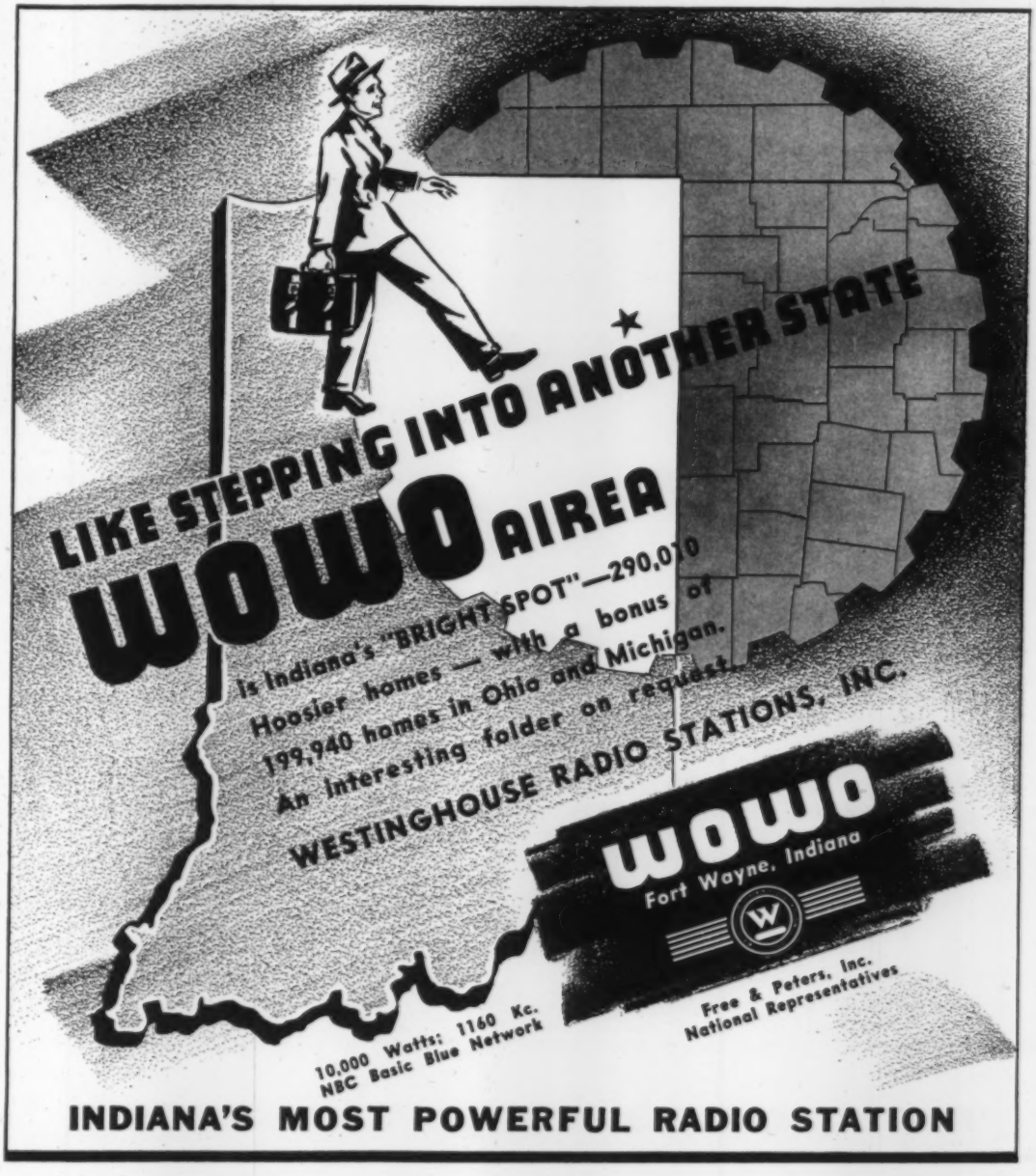
CECIL B. DE MILLE, Hollywood producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., has had his contract renewed effective Jan. 1. He is now in his fourth year as producer-director of the weekly program.

Mrs. Swabey Appointed As CBC American Rep

CANADIAN Broadcasting Corp. has appointed Mrs. Helen Swabey as its first representative in the United States, with the title of New York liason officer. Although she will assist in arranging the exchange of programs between the CBC and the major United States networks, her main duty, she explained, will be the interpretation of CBC policies to American broadcasters and newspapers and the reporting of American policies to CBC officials.

Mrs. Swabey's first connection with CBC was in its program department. Last year she was sent to England to the BBC staff training school, following which she spent several months with Radio Normandie studying European commercial broadcasting.

CLAYLAND T. MORGAN, assistant to NBC's president for institutional promotion, appeared as master of ceremonies on a television program on W2XBS, New York, Nov. 29, which also featured McClelland Barclay, noted artist, and a fashion prevue of the Television Ball.

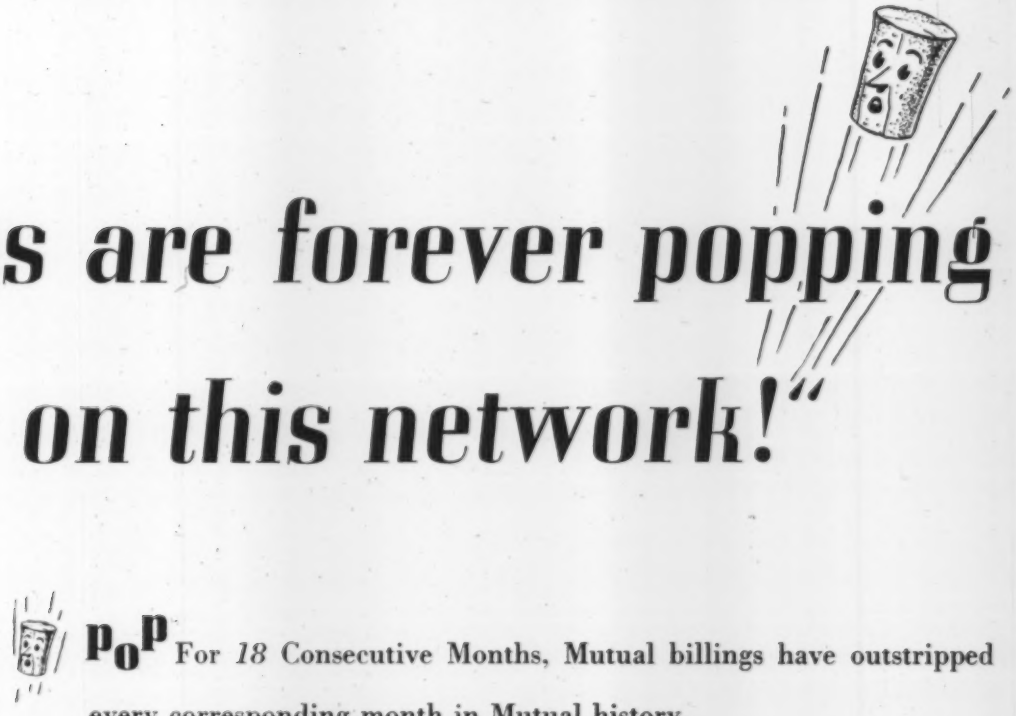

LIKE STEPPING INTO ANOTHER STATE
WOWO AIREA
Is Indiana's "BRIGHT SPOT"—290,010 Hoosier homes — with a bonus of 199,940 homes in Ohio and Michigan.
An interesting folder on request.
WESTINGHOUSE RADIO STATIONS, INC.
WOWO
Fort Wayne, Indiana
10,000 Watts: 1160 Kc.
NBC Basic Blue Network
Free & Peters, Inc.
National Representatives
INDIANA'S MOST POWERFUL RADIO STATION

"Lady,

"There's a funny little popping noise right next to Raymond Gram Swing"

Illustration, courtesy the New Yorker Magazine.

y, things are forever popping on this network!"



POP For *18* Consecutive Months, Mutual billings have outstripped every corresponding month in Mutual history.

POP *88%* of all Mutual 1938 coast-to-coast campaigns are back in 1939. This is the highest percentage of coast-to-coast renewals on any network.

POP *75%* of all current Mutual coast-to-coast programs started as sectional accounts and grew because of *results*.

POP *Twice* as many new network accounts have been, and are being, developed by Mutual than by all other networks *combined*.

POP The net return to the stations on Mutual commercial programs is the *largest* in network broadcasting.

Yes, indeed, Dear Lady, while it is quite true that Mutual maintains permanent organizations in the war capitals (not to mention two front-line correspondents!) what you hear is *not* the stutter of machine gun fire but the astonishing facts and figures that are forever popping up on Mutual's peace-time progress.

THE MUTUAL BROADCASTING SYSTEM

BROADCASTING and Broadcast Advertising

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Radio's Platform

AS A NEW YEAR approaches, it behooves all in radio to take inventory, reviewing the past and contemplating the days ahead. In American radio, happily, there are two basic components—the public and the broadcaster. In between are such essential factors as the client, the advertising agency and the Federal regulatory authority. But as long as the broadcaster satisfies the listener, he meets his service obligation.

American radio, in its 19 years of stewardship, has more than met all challenges. It was born here, nurtured and developed under democratic precepts, and it has outstripped its contemporaries in this troubled world. Temporary obstacles have been thrown in its path, bred by perhaps well-intentioned but misguided people in some cases; by crackpots and blue-nosed reformers in others; by political zealots with dictator-complexes in yet other instances; and by those who feared its competition for the advertiser's dollar.

The path is not yet clear, which may be all to the good. If all were milk and honey, the broadcasters might become smug, satisfied and decadent, rather than the virile, aggressive group they are. It is true that broadcasters, because of their overall success and the allegiance of the public, are harrassed by more plain and fancy problems than have confronted any other art or industry. Yet they have solved all of them in the past through good programming and intelligent and resourceful management. There isn't any reason it can't be done in the future.

Radio's platform of service has moulded itself over the years. We think it advisable, however, to set down in type the immediate objectives of the industry, as a sort of creed in which it dedicates itself not only to the public service but to a vigorous defense of those principles for which it must stand to perpetuate that service.

It was President Roosevelt himself who remarked last May in his first transcribed address on radio that, except for policing of the air to prevent allocation confusion, "radio is as free as the press". In any radio platform, that tenet must take the No. 1 niche. It is all-inclusive. Radio could ask no more than that which its colleagues of the Fourth Estate have established as a cherished principle and kept inviolate since the days of the founding fathers.

So with that introduction we outline our platform for American radio—a platform which henceforth we will publish in our masthead on this page, to be modified as conditions change:

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

Daytime Rut

DAYTIME radio is in a rut. There is almost an unbroken monotony of network serial strips —washboard dramas, they have been called. All told, there are some 15 daytime hours on the major networks alone, most of them contiguous.

Last April we essayed to point out editorially that the situation was becoming serious; that the daytime drift was to follow the leader. The situation today is such that broadcasters are becoming fearful of losing audience because of the sameness of the radio fare. Greater diversification of daytime programs has become necessary.

Sensing this situation, John F. Patt, aggressive young head of WGAR, Cleveland, is doing something about it. A new daytime musical for Franco Spaghetti, featuring Lanny Ross, has been sold by CBS. He is pushing it with extraordinary merchandising, in the hope of attracting other sponsors. Stations contacted by him have given his plan enthusiastic endorsement.

Advertisers will switch to new program themes—music, comedy, and even mystery stories—if they are shown results comparable to or better than those now accorded the washboard dramas. For radio's sake, the networks should discourage overloading of their schedules with so much daytime sameness. The formula is made to order.

Hodgepodge Economics

SKELETON-rattling and looking under beds is a pet pastime of industries subjected to increasingly stringent Government regulation. It has been so in radio practically since the first law affecting it was enacted in 1927. And as broadcasters get a bit grey about the temples, it hasn't abated appreciably.

We are not given to spreading of alarmist views. Yet we see in recent developments in radio litigation, and in policy pronouncements of the FCC, harbingers of real danger to the freedom of movement guaranteed to radio by law. Serious undermining of commercial radio is in the offing unless the trend is checked.

In recent weeks there have developed a hodgepodge of regulatory ideas and actions which seem to be inconsistent and at variance with the intent of the law. The U. S. Court of Appeals, which sits over the FCC on matters of law, unfortunately hasn't clarified conditions in its recent rulings.

The crux of the present situation goes to station competition. The FCC, through its aggressive young general counsel, steadfastly espouses the view that the broadcaster is not different from the butcher, baker or candlestick maker, and is not to be protected against any degree of competition through licensing of new stations. It's the survival-of-the-fittest theory. The court, in a recent ruling, did not subscribe to that view all the way, but it said that unless existing stations could show they would be utterly destroyed by the new competition, and proved it, they could not have a day in court. The Commission's grant then would become final.

Beyond that, the FCC recently adopted what appears to be an utterly arbitrary and indefensible policy by closing the door to interventions by existing stations in proceedings before it unless it feels so disposed. In quick succession it denied dozens of petitions to intervene. Then, evidently feeling the action too drastic, it let up for a spell.

There have been other instances of radical departures from orthodox procedure. In a case granting a new local station, the FCC held that network affiliates are, in effect, precluded from rendering a local service. In the same case, it deviated from what appeared to be established allocation policy by granting a local station to a community which, under its rules, required regional power for effective coverage.

We do not oppose the competition theory if it is consistently applied and kept within reasonable bounds, and if the natural concomitants of such a policy likewise are observed. If radio is to be recognized as a private business subject to all the hazards of competition, then the Government's regulatory jurisdiction should be confined to that of a licensing authority and a "traffic cop" of the air. Indeed, the President himself observed that only such controls necessary to prevent complete confusion on the air have been set up.

But it is difficult to reconcile the FCC's present policy pronunciamentos — that new competition just short of actual death of existing stations is permissible—with the mandate of Congress that all stations be required to serve the public interest, convenience and necessity. Unrestricted competition breeds cutthroat tactics. History is replete with examples of what happens in such cases.

We Pay Our Respects To —

FRANKLIN MALCOLM DOOLITTLE

PUNTS, laterals and blocked kicks are the order of radio business during fall and winter Saturday afternoons, with the broadcast spectrum transformed into a thousand gridirons. But Franklin Malcolm Doolittle can tell you a different story.

It was on Nov. 13, 1921, when Yale and Princeton were fighting their annual gridiron battle. Franklin Doolittle, an instructor in communications engineering at Yale, operated an amateur station, 1AGI. Believing fellow amateurs might be interested in the epochal event, he put on a "play-by-play" account—perhaps the first football broadcast in history. Seated at his home-made microphone — a reformed stand-up telephone—he repeated the plays as read to him over a telephone line by a reporter of a local newspaper. He received many enthusiastic letters of appreciation.

Franklin Malcolm Doolittle today is president and manager of the successful and civic-minded WDRC, Hartford, the pioneer offspring of amateur station 1AGI. As a matter of fact it was only 13 months after that epoch-making football broadcast — on Dec. 10, 1922—that WDRC became a regularly licensed commercial outlet. This month WDRC observes its 17th anniversary.

Dr. Doolittle, while a practical broadcaster, nevertheless is first and foremost a radio engineer. He built his first station in 1906, and he is still building them. His newest offspring is the experimental frequency modulation station W1XSL, on Meriden Mountain in central Connecticut, utilizing advanced engineering methods which Dr. Doolittle is convinced will become the transmitting system of the future. The station began regular operation Oct. 1, and is the first frequency-modulated outlet to be built by an independently-owned commercial broadcasting station. About three years ago the possibilities of frequency modulation, as opposed to the conventional amplitude method, were demonstrated to Dr. Doolittle by Maj. E. H. Armstrong, its inventor. Now called "staticless radio", F-M so fascinated him that he immediately set out to test its merits. He is one of the leading experimenters in the field today.

Franklin M. Doolittle has spent nearly all of his 46 years in his native Nutmeg State. He was born in New Haven, June 16, 1893, the son of a wholesale druggist. While still a grammar school youth of 13, he built his first "wireless". It consisted of a Ford spark coil for transmission and a coherer for reception. Over several years the station was improved and rebuilt several times, and was finally used by the United States Telegraph Co. for communicating with ships plying the waters of Long Island Sound.

After elementary school work in New Haven, young Frank Doolittle at 18 entered Sheffield Scientific School at Yale University, but continued his radio work as a commercial wireless operator, pounding brass on merchant ships during vacation periods. At the same time, despite his youth, he was teaching "wireless" at evening classes at the New Haven Boys' Club. During this period, a quarter-century back, he constructed an arc transmitter which was used for actual broadcasts of music that were heard around New Haven and by ships on Long Island Sound.

Graduated from Yale in 1915 with a degree of Bachelor of Philosophy in Electrical Engineering, the youthful radio scientist joined Bell Telephone Laboratories in New York City and for two years applied his training and experience to the embryonic radio field. With the entry of the United States in the World War he became an ensign in the Naval Reserve, and later transferred to the regular line with the same rank following completion of a training course at Annapolis. During his naval tenure, he acted as radio officer of the 4th Squadron, Atlantic Fleet under Admiral Hoogewerf.

The war ended, Ensign Doolittle was mustered out of service and returned to his native New Haven. In 1919 he began to teach communications engineering at Yale on a part-time basis—probably another radio first, though he does not claim it. For six years he taught at Yale, at the same time starting in the radio business, first manufacturing loudspeakers and amateur equipment. With the advent of broadcasting in 1920 he opened a retail store for the sale of sets and parts.

Like many another pioneer who started "commercial" broadcasting as an adjunct of the set business, only to find the tail wagging the dog, Professor-Merchant-Engineer Doolittle filed an application for a broadcast license and on Dec. 10, 1922 began the operation of WPAG, at New Haven, which subsequently became WDRC in Hartford. In 1926 the radio store was dropped in favor of the station and in 1930 the station moved to Hartford, becoming a basic outlet for CBS. Dec. 5 marks another anniversary for WDRC—its ninth year of affiliation with CBS.

While Dr. Doolittle has developed numerous radio devices, perhaps the outstanding was a patented system of binaural broadcasting, which gives the effect of acoustic perspective in the transmission of a program. A station for such transmission was actually constructed in New Haven and was operated for several months.

Mrs. Doolittle is the former Frances Cooper of New Haven. They were married Nov. 30, 1933. Their children are Lydia, 4, and John, 2. Dr. Doolittle is a member of the Institute of Radio Engineers and of the Radio Manufacturers Assn. Committee on Frequency Modulation. His fraternity is Sigma Psi. Aside from radio, Dr. Doolittle's hobby is boating and he operates a ship-to-shore radio telephone aboard his Fairform Flyer *Decibel*.

Personal NOTES

SHELDON F. SACKETT, owner of KOOS, Marshfield, Ore., has sold his interest in the *Salem Oregon Statesman*, and is concentrating his efforts on KOOS and the *Coos Bay Times*, his Marshfield newspaper. He has also sold his interest in the new KVAN, Vancouver, Wash., which will be owned 80% by Walter L. Read, manager; 20% by D. Elwood Caples, city attorney of Vancouver and Democratic state chairman, with Chief Engineer Paul W. Spargo holding a qualifying share.

HERMAN E. FAST, for the last five years on the sales staff of WKRC, Cincinnati, has been named sales manager of the station, succeeding William J. Williamson.

SENOR JOSE A. HIGUERA, owner and manager of YV1RK and YV1RL, Maracaibo, Venezuela, is now in the United States visiting advertising agencies and advertisers in the interest of his stations. He is headquartering at the Conquest Alliance Co. New York offices.

JAMES F. HOPKINS, president and general manager of WJBK, Detroit, recently bagged a buck during a one-day deer hunting trip in Northern Michigan.

HAYDN R. EVANS, formerly commercial manager of WNAX, Yankton, S. D., has been named general manager of WTAQ and WHBY, Green Bay, Wis., the latter scheduled for removal next year to Appleton, Wis.

HENRY MAAS, NBC Hollywood sales traffic manager, is the father of a 4½-pound boy born Nov. 11.

EVAN ROBERTS, formerly head of radio activities of the Federal Theatre Project, has joined the program department of WMCA, New York, where he will specialize in creating programs of a public service nature.

ELLIS CHANEY, vice-president of Southland Industries, licensee of WOAI, San Antonio, has resumed active duty at the station. Mr. Chaney for six years has represented Norge products in the San Antonio area, and prior to that was general manager of WOAI. James W. Chapman, formerly associated with Chicago U and Texas A & M College, has joined the WOAI sales staff.

TAMS BIXBY Jr., vice-president and manager of KBIX, Muskogee, Okla., is slowly recovering from injuries received when a car which he was driving overturned. He suffered a broken collarbone and other injuries, and will be absent from his office for several weeks. This is his second accident of the year, having been seriously burned in a motorboat explosion in Minnesota last August.

ROBERT ST. CLAIR, well known in Pacific Northwest radio, has joined the commercial department of KMO, Tacoma, Wash., as account executive.

LORRIN THURSTON, operator of KGU, Honolulu, was in Hollywood during late November, enroute home after a four-month tour of the States.

FRANK WEBB recently was appointed manager of KTMS, Santa Barbara, Cal.

JEROME B. HARRISON, formerly advertising manager of the New York edition of *Parents Magazine*, and previously with General Electric Co., has been appointed to the sales staff of WABC, New York.

JOHN T. VORPE, advertising and publicity director of WHK-WCLE, Cleveland, has resigned. He has announced no plans.

JAMES CONWAY has joined the sales staff of WJIM, Lansing, Mich.

WAYNE WELCH, promotion manager of KSO-KRNT, Des Moines, is the father of a girl born early in November.

ARNOLD BACON, formerly of Iowa Network, has joined WNAX, Yankton, S. D., as head accountant.

WILLARD EGOLF, commercial manager of KVOO, Tulsa, Okla., was elected to the board of directors of the 10th District of the Federation of Advertising of America at the recent convention in Houston.

G. E. ZIMMERMAN, general manager of KARK, Little Rock, Ark., is vacationing with friends on a fishing and hunting trip in Mexico.

RAY RINGSON, manager of WRDW, Augusta, Ga., is the father of a girl born early in November.

PAUL SIMS and Eugene Baker have joined the sales staff of WDGY, Minneapolis.

CHARLES COFFIN, formerely of the Chicago office of Transamerican Broadcasting & Television Corp., has joined the sales staff of WGN, Chicago.

MONTE MEYER, formerly of KPAB, Laredo, Tex., has joined the commercial department of KTOK, Oklahoma City.

HERBERT I. ROSENTHAL, general manager of Columbia Artists, New York, has been appointed executive vice-president of the organization, and I. S. Becker, business manager, has been made vice-president, retaining his former activities. Two new positions have been created for Columbia Management of California, with Murry Brophy, former managing director, promoted to executive vice-president, and Rudolph Polk becoming vice-president.

TOM WOLF, formerly of *Time* and *Life* magazines and the *New York Post* and contact man for WOR's *Welcome Neighbor* program broadcast in connection with the New York World's Fair, has joined the press department of WOR, Newark, as night representative.

BURRIDGE D. BUTLER, president of WLS, Chicago, and chairman of the board of KOY, Phoenix, Ariz., has gone to his Phoenix home to spend the winter. He was accompanied by George Cook, WLS treasurer, who plans to return to Chicago in early December.

HARRY F. WALSTRUM, manager of Associated Transcriptions of Hollywood, and Eleanore Bosworth, radio actress known professionally as Eleanore Argo, were married in Los Angeles Oct. 28, it has just been revealed.

Shaw WMCA V-P

APPOINTMENT of Donald S. Shaw as executive vice-president of WMCA, New York, in charge of personnel and station operations in addition to his former duties as the station's sales manager, was announced Nov. 24 by Donald Flamm, president of WMCA. In making the announcement Mr. Flamm stated that "Mr. Shaw's reputation in broadcasting, first as eastern sales director of NBC and later as the executive in charge of radio at the McCann-Erickson advertising agency, together with the splendid record he has made at WMCA during 1939, eminently fit him for the added responsibilities." Appointment was effective immediately. Mr. Shaw joined WMCA last February as vice-president in charge of sales, leaving his post as assistant to the President of McCann-Erickson. He also had served as account executive with J. Walker Thompson Co., and as radio director of Lennen & Mitchell.

Mr. Shaw

Rogers in Crash

J. ELLSWORTH ROGERS, president of CFRB, Toronto, narrowly escaped death Nov. 12 near Madoc, Ont., when the seaplane he was flying capsized during a lake landing. After the pontoons hit the water they sank and the plane turned upside down, with the wings resting on the lake bottom. Rogers managed to loosen his safety belt and escape through a window, then swam around to try and rescue his companion, Col. R. J. E. Graham, in the cabin. When Rogers felt he could stay under water no longer, he came up to the surface and clung to the pontoons, which were still showing above water. His companion on the hunting trip drowned. Other members of the party on shore rescued Rogers from the icy water. The accident was caused by ice forming on the rudder controls.

BEHIND the MIKE

LAWRENCE TREXLER on Nov. 16 was appointed program director of WMPS, Memphis, by Manager James C. Hanrahan. He is also news editor of the station, having been with Scripps-Howard Radio for several years and formerly having served with WNOX, Knoxville, and WCPO, Cincinnati.

NORTHRUP DAWSON, formerly a member of the radio department of Benton & Bowles, New York, has joined WCCO, Minneapolis, as program producer, Randy Bean, also previously with Benton & Bowles in the radio publicity department, on Nov. 20 became program director of WHIP, Hammond, Ind.

ALLEN BELL, formerly of WLS, Chicago, and WIZ, Tuscola, has joined WSOY (formerly WJBL) Decatur, Ill., as rural program director. Eddie Wilson, formerly of WTAD, Quincy, has returned to the WSOY announcing staff, and Berne Enterline has been promoted to chief announcer. Johnny Bernard also has joined the WSOY announcing staff.

ROBERT HIESTAND, KFI-KECA, Los Angeles, producer, is the father of an 8½-pound boy, born Nov. 15.

TIM RYAN, formerly of the radio comedy team of Tim & Irene, is now in Hollywood devoting his time to gag writing for the CBS *Texaco Star Theatre*, sponsored by Texas Co. His wife, Irene Noblette, has a spot on that program as heckler-foil for Ken Murray, and Ryan contributes the comedy material.

HERMAN MANKIEWICZ, Hollywood writer, has been signed by Orson Welles, director, to handle radio adaptations for his CBS *Campbell Playhouse* programs, sponsored by Campbell Soup Co.

DOROTHY GILLESPIE has joined the office staff of KTSM, El Paso, Tex., as switchboard operator, replacing Christina Dorris, now in the bookkeeping department of the station.

LARRY CHATTERTON, CBS Hollywood announcer, is the father of a 9-pound girl, born in Glendale, Cal., Nov. 12.

ROLF KALTENBORN, production man at WABC, New York, was elected president of the WABC Local of the American Guild of Radio Announcers and Producers at its annual election, held recently. John Reed King was elected vice-president and Guy Della Cioppa, secretary-treasurer.

RALPH W. LANGLEY, formerly program director of KGLU, Safford, Ariz., has joined the continuity staff of KTSA, San Antonio.

NED LEFEVRE, announcer of WFBM, Indianapolis, and winner of a local audition has gone to Hollywood for four weeks, during which he is to appear on the *Gateway to Hollywood* programs.

SANDY MEEK, program director of WOOD-WASH, Grand Rapids, Mich., wrote the words for the new song, "In Our Wonderful Garden of Love", introduced on an NBC-Red program recently by *Gene & Glenn*. Music is by Walter Miles. The song also is to be played on Abe Lyman's *Waltz Time*.

OWEN BABBE, formerly of KOIL, Omaha, and KFAB, Lincoln, has joined KMTR, Hollywood, as news writer and commentator. He succeeds Don McNamara who resigned to join KFI, Los Angeles. Howard Culver, after a year's absence, has returned to the announcing staff of KMTR.

A Busy Day

LOU KROECK, Arizona Network sportscaster, headquartered in Phoenix, claims a record. Piloted by Hal Lines, KOY transmitter operator, in the latter's airplane, Kroeck left Phoenix recently in the morning and flew to Tucson where he broadcast the Phoenix-Tucson high schools football game in the afternoon. From there he flew to Tempe, Ariz. and broadcast the State Teachers' College game in the evening. Then he hopped to Phoenix to handle the broadcast of Gus Arnheim's orchestra from a local hotel.

IRVING REIS, CBS writer-producer, brought to Hollywood from New York two years ago by Paramount Pictures Corp. for film assignments, is being groomed to direct. The former *Columbia Workshop* producer is taking a 10-week leave from film writing assignments to permit concentrated study of picture production methods.

Meet the LADIES

GAIL NORTHE

BACK in 1932 Gail Northe was telling fairy tales on KNOW, Austin, Tex. En route to New York one spring, she stopped over in Dallas to do a guest appearance on WFAA. A station executive heard the program, gambled on her ability to sell merchandise as well as she told fairy tales, and hired her. After five years with WFAA and the Texas Quality Network, Gail joined Texas State Network as director of women's activities—the third person Elliott Roosevelt hired while his net still was in the throes of organization. In this capacity she does a thrice-weekly fashions and personalities program that is one of the most popular in Texas. A sister of C. R. Smith, president of American Airlines, Miss Northe (she was christened Mildred Smith) has a decided flying complex. She "specializes", says Miss Northe, on dropping orchids from airplanes—1,000 to publicize the 1937 Pan-American Exposition in Dallas, more armloads to publicize the opening of TSN in 1938. Early this year Miss Northe married Charles Muskavitch, a Russian prince now conservator of art for the Dallas Museum of Fine Arts and Crocker Galleries of Sacramento, Cal.

RUBEY COWAN, who left NBC two years ago to join Paramount Pictures in Hollywood, returns to New York Dec. 1 to rejoin the NBC artists service division in charge of vaudeville, motion picture and television bookings, George Engles, vice-president and managing director of the artists service has announced. On the same day A. Frank Jones, of the division, becomes assistant to Mr. Engles, and Alexander Haas is appointed manager of the San Francisco office of the artists bureau, to handle bookings on the Pacific Coast and in the Southwest.

RHEA DIAMOND, secretary to Leon Goldstein, publicity director of WMCA, New York, was married recently to Arthur Director.

BERTHA CURRAN, of the educational department of NBC-Chicago, has announced her engagement to O. J. Neuwerth, production director of Chicago Radio Council. The wedding date is Dec. 28.

GEORGE FAULKNER, CBS script writer of the Sunday afternoon program *Pursuit of Happiness*, has been forced to give up the assignment temporarily due to illness.

JOHN GRAHAM, former trade news editor of NBC, has joined *Tide* Magazine as an associate editor.

JAMES P. BEGLEY, program manager of KYW, Philadelphia, was taken to Graduate Hospital, Philadelphia, Nov. 14 for two blood transfusions. Kerby Cushing, KYW sportscaster, is the father of a girl born Nov. 19, his own birthday.

DON MORRIS, former announcer of WMBC, Detroit, and Lucy Benson, script writer, have joined WWJ, Detroit.

JOHN CORCORAN, radio commentator and newspaper writer, has joined the announcing staff of WPEN, Philadelphia, handling a thrice-weekly quarter-hour series.

LUCILLE CUMMINGS, several years ago receptionist at KPO-KGO, San Francisco, returned after a lengthy absence and is now a contralto on the network's artist staff.

HENRY W. LUNDQUIST has joined the production staff of WEEI, Boston, as script writer.

PAT KELLY has returned from a six-month leave of absence to handle publicity and production at KFRC, San Francisco.

RICHARD WEAVER, formerly advertising manager of Big Ben Self-Service chain food stores, has joined WARD, Brooklyn, to handle special promotion and publicity for the station, which specializes in foreign language programs.

FLORIDA STEVENS, actress at KPO-KGO, San Francisco, has been signed by a Hollywood motion picture studio.

EVELYN WILSON has joined the continuity department of WOL, Washington, assisting Mary Louise Moy and Dorothy O'Donnell. Mrs. Edna Aitchison has been named WOL receptionist.

TOM DAILEY, sportscaster of KVOO, Tulsa, Okla., is handling high school football and amateur hockey game broadcasts on KOME, Tulsa, on loan from KVOO when the games do not conflict with his KVOO broadcast schedule.

ROY MASON, sports announcer of KGNF, North Platte, Neb., is to marry Peggy Chase during the Christmas holidays.

BUDDY BOSTICK, formerly program director of WACO, Waco, Tex., has joined the announcing staff of KARK, Little Rock, Ark.

HUGH ASPINWALL, in Midwestern radio during the last 15 years and most recently of WCCO, Minneapolis, has joined the program department of KMOX, St. Louis.

HAROLD TURNER, staff pianist of WGN, Chicago, since 1934, has returned to his duties at WGN following a year's study in Europe.

VOICI QUELQUE CHOSE DE BON!

By tradition the people all through WTIC's New England have a reputation for being pretty practical, down-to-earth folks. The sort who can take their French lessons—or leave them.

Yet, within one week after the first announcement we received requests for *10,000 lesson sheets*—offered in conjunction with a new series of French Pronunciation Lessons over WTIC.

Such a handsome response to an *educational feature shows* that our 50,000 Watts reaches a big audience of consistent listeners. The experience of scores of advertisers shows that it pays to reach this audience of ours—because it's *friendly* as well as big.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

DON WILSON, Hollywood announcer of the NBC *Jack Benny Show*, sponsored by General Foods Corp. has been added to the cast of the film, "Buck Benny Rides Again," which features the comedian and is being produced by Paramount. Other members of the weekly radio show in the film are Phil Harris, Eddie (Rochester) Anderson, Andy Devine and Dennis Day. Bill Morrow and Ed Beloin, gag writers for Benny, are also writing the screen script.

JOHN S. HAYES, production manager of WOR, Newark, is the father of a boy born Nov. 16.

HUGH ASPINWALL, formerly of WCCO, Minneapolis, has joined KMOX, St. Louis, as announcer. Don Ownbey, KMOX news editor, is the father of a boy born early in November.

CALDWELL CLINE, of the program department of WBT, Charlotte, N. C., returned from the hospital Nov. 17 following a tonsilectomy.

WILLIAM R. TEDRICK, chief of the continuity staff of KWOC, Poplar Bluff, Mo., is the father of a girl born early in November.

JANE WESTON, home economist of WOWO-WGL, Fort Wayne, Ind., has returned to work following recovery from injuries received in a bus accident.

TONY JACKSON, of the CBS San Francisco production department, has been transferred to KSFO, San Francisco.

ETHEL BERMAN, formerly of WTOL, Toledo, O., has joined WJBK, Detroit, as continuity writer and publicity director.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast director of education, Hollywood, discussed Radio and Education for Democracy Nov. 25 at the convention of Western Association of Teachers of Speech in San Francisco.

LOU HENKLE, former vaudeville performer and free-lance artists booking agent, has joined WAAT, Jersey City, as manager of the station's artists bureau.

DENNIS BRATHWAITE, formerly of the Canadian Broadcasting Corp. program staff, has joined CKGB, Timmins, Ont., as continuity writer.

TOMMY THOMAS, program director of KIRO, Seattle, recently married Helen Flaten, formerly his secretary.

PETER GRANT, chief announcer of WLW, Cincinnati, recently sustained a minor scalp injury when a horse he was riding stumbled and threw him to the pavement.

JOSEPH GRANT, announcer of WMEX, Boston, was to marry Carmer Trudeau on Nov. 30.

GEORGE T. CASE, formerly program director of WING, Dayton, O., has resigned to join WTMV, East St. Louis, Ill., in that capacity.

JOHN S. HAYES, production manager of WOR, Newark, on Nov. 16 became the father of a seven-pound son.

GENE TABOR, formerly of KYA, San Francisco, recently was named manager of a San Francisco night club.

HOWARD HARDING, tenor and commentator at KFRC, San Francisco, is the father of a boy born recently.

CORWIN RIDDELL, news chief of WOAI, San Antonio, represented the station and Texas Quality Network at the dedicatory services of the new Radio Hall on the campus of Texas U at Austin during a half-hour broadcast originating on WOAI and heard on TQN.

JEWEL FOSTER has been added to the office staff of KOMA, Oklahoma City, as receptionist, and Betty Nelle Garrett has joined the accounting department.

PROUD was L. B. Wilson, president and general manager of WCKY, Cincinnati, as he delivered a one-minute talk during a special informal musical program Nov. 18 dedicating the station's new studios and offices in the Hotel Gibson. The three new Hotel Gibson studios have been named for the three states in WCKY's primary area—Ohio, Indiana and Kentucky—and each has been appropriately labeled with bronze plates on the studio doors. One studio will be retained in Covington, Ky., from where the main studios were moved Nov. 11, for pickups of Kentucky programs. Opening of the new Hotel Gibson quarters was announced by formal engraved cards.

On His Record

BOB PROVAN, announcer of WDRC, Hartford, Conn., has been elected Republican alderman from the 10th Hartford ward—and without having made a single personal speech. Shortly after his nomination, Provan went to the hospital for an appendectomy. He recorded a speech at the WDRC studios a day or so before the operation, and the platter was played at a ward workers' meeting. Brovan went back to work the night of the election, and was assigned to introduce Mayor Thomas J. Spellacy, Democrat reelected for a third term. Amid mutual congratulations, the Mayor's comment: "We both won on our *records!*"

ROBERT PATT, promotion manager of WHN, New York, has been placed in charge of the WHN transcription service in addition to his other duties, replacing George DePue, who has resigned to become assistant manager of WSAN, Allentown, Pa.

EDGAR L. TIDWELL, production manager of KGB, San Diego, Cal., has announced his engagement to Frances Shimp.

FRANCES MINTON has replaced Janet Baird, KGO, San Francisco commentator on *Through a Woman's Eyes* due to illness of Miss Baird's mother.

WAYNE BOWLER has been named news editor of KGVO, Missoula, Mont., editing UP news reports and gathering material for KGVO's twice-daily local newscasts.

HENRY GUERRA, of St. Mary's U, San Antonio, has joined the announcing staff of WOAI, San Antonio.

NELSON McININCH and Tom Cafferty have joined the announcing staff, and Mildred Baker the continuity staff of KDYL, Salt Lake City.

ESTHER LUDWIG, of the continuity department of NBC-Chicago, has announced her engagement to Robert McDonald, golf professional. They plan to marry soon after Jan. 1.

AP NEWS SELECTED FOR LATIN SERIES

UNITED FRUIT Co., New York, first advertiser to sponsor a series of shortwave broadcasts from the United States directed at listeners in a foreign country [BROADCASTING, Nov. 15], starts this series Dec. 1 on NBC's international stations WNBI and WRCA. Programs will be broadcast seven nights a week for 52 weeks, 9-9:15 p. m., program content being news in Spanish. There will be no product selling on the broadcasts, according to E. S. Whitman, advertising manager of United Fruit Co., who said the series "is being sponsored strictly in the interests of good will." All announcements, he added, will be directed solely toward creating a better understanding between the United States and the countries of Latin America where the company does business and has extensive investments.

Associated Press will supply the news for the broadcasts, Mr. Whitman stated, with NBC's international division staff handling the preparation and translation into Spanish, subject to the sponsor's editorial supervision. AP executives declined to discuss the arrangement, but it is understood that United Fruit is purchasing the news through its subsidiary, Tropical Radio Telegraph Co., to which AP supplies news for dissemination in Latin America. Series is placed through Wendell P. Colton Co., New York.

NBC Assigns L. P. Yandell To Shortwave Programs

L. P. YANDELL, assistant treasurer of RCA, has been temporarily assigned to NBC to handle commercial activities in connection with the network's shortwave broadcasting. Mr. Yandell, who handled the sale of a daily quarter-hour in Spanish to United Fruit Corp., first advertiser to make use of this medium, said that in making this service available to American advertisers the company believes it is also making a contribution towards building a lasting trade relationship between the Americas.

The aims of companies with Latin American interests, he said, are first to build goodwill, then better trade relations and only finally increased sales, and it is in the first two phases that international broadcasting can be especially helpful. RCA, he stated, will make shortwave broadcasts an important part of its export advertising campaign.

Freeman Settles

SETTLEMENT of court costs was made recently in the two suits filed in New York Federal Court against Charles Henry Freeman Jr. by Cecil, Warwick & Legler and NBC. Freeman alleged in published advertisements that the *Metropolitan Auditions of the Air* programs were his idea, for which he claimed Sherwin-Williams & Co. agreed to pay $116,719 to NBC, the agency and the Metropolitan Opera Co. in May, 1935. NBC had filed suit against him for $62,308 damages, and the agency had sued him for $16,583.

READ WIGHT, manager of the Chicago office of World Broadcasting System, is the father of a baby boy, Anthony.

in the CONTROL ROOM

GERALD CASSENS, formerly of WDZ, Tuscola, and Paul Wnorowski, of WTAD, Quincy, have joined the engineering staff of WSOY (formerly WJBL), Decatur, Ill. Milburn Stuckwish, chief engineer of WSOY for the last year, has been named technical supervisor of the station.

ORVILLE JONES, formerly of the engineering staff of KRIC, Beaumont, Tex., has resigned to join the Department of Commerce air communications service, and he is stationed near Grant, N. M.

CHARLES PHILLIPS, formerly on the staff of Eccles Disc Recording Co., Hollywood, has joined KMTR, that city, as technician.

A. A. SOVEREIGN, formerly of KFAB, Lincoln, Neb., has joined the engineering department of WNAX, Yankton, S. D.

CHARLES W. MASON, formerly of WGR and WKBW, Buffalo, N. Y., has joined WJIM, Lansing, Mich., as chief engineer.

VERN MILTON, engineer of KGB, San Diego, Cal., is the father of a girl born in early November.

EUSTACE H. TAYLOR, formerly in charge of the centralized sound system in the U. S. Capitol in Washington, later manager of Radio Sound Service Engineering Co., Washington, has been appointed manager of the research products department of the Graybar Co., Chicago.

OWEN J. FORD has joined KEUB, Price, Utah, as chief engineer, replacing Gilbert S. Andrews.

B. F. FREDENDALL, NBC New York audio-facilities engineer, is in Hollywood to install RCA Orthacoustic recording equipment.

CARL ADAMS, graduate of Midland Television, has joined the engineering staff of KFPW, Fort Smith, Ark., and Wesley Nodine, also a Midland graduate, has joined the technical department of WGNC, Gastonia, N. C.

JOE CHAMBERS, Washington consulting engineer of the firm of McNary and Chambers, and Mrs. Chambers are parents of a 7½ pound daughter, Patricia Sue, born early in November. She is their second daughter.

RALPH E. CANNON Jr., chief engineer of KFDA, Amarillo, Tex., is the father of a boy born Nov. 4.

BRUCE VAUGHN, formerly of WSAZ, Huntington, W. Va., has joined WRAL, Raleigh, N. C., as transmitter operator.

J. P. VEATCH, chief engineer of KFEL, Denver, is the father of a boy born Nov. 22.

RICHARD H. GUMB has left WLAW, Lawrence, Mass., to join WJNO, West Palm Beach, Fla.

REUBEN ISBERG, KOA, Denver, staff engineer, has been transferred to the NBC, New York television division. Isberg is a student of television and has written numerous articles on the subject for various publications.

Gene Hargrave

GENE HARGRAVE, 27, recording engineer of the Hollywood House of Music, died Nov. 27 at his home in that city. Born in Brownwood, Mo., he had resided in Hollywood since 1928. Mr. Hargrave started his radio career approximately 10 years ago, designing and building automobile radios. Surviving are his mother and a sister.

IOWA ingenuity is responsible for this contraption, the newest wrinkle in football broadcast signal equipment — used in spotting plays and players — shown here with its progenitors: Bill Brown (left), sportscaster of WHO, Des Moines, who had the idea, and John T. Beeston, of the WHO research staff, who designed and built the unit.

SPOTTER FOR FOOTBALL GAMES

Electrical Indicator Used by WHO, With Flashing Lights Showing the Names of Players

NEW electrical spotting device for football broadcasters has been developed by WHO, Des Moines, through the efforts of Bill Brown, WHO sports editor, and John Beeston, of the station's research department. The apparatus is designed to eliminate constant reference to the customary written lists of players names and numbers, presenting this information through a system of light signals.

The apparatus is contained in a wooden case 14 x 10 x 6 inches, built with a sloping top, which becomes the indicator board. Set into the sloping top are 22 lights—11 green and 11 red—each color set four in line to represent the backfield and seven in a row for the line. The board also contains an extra green light in the upper left hand corner and a white light in the upper right hand corner.

In each end of the cabinet is a small drawer with 11 pushbuttons in positions corresponding to the lights on the panel, along with another button for the corner green light. The drawers are removable, and the pushbuttons are connected to the panel by two-foot cables so each drawer may be pulled in front of a spotter on either side of the announcer, who sits before the signal panel.

Under each light is a black cylinder about the size of a thread spool, mounted on an independent shaft. Before the game the name of every man eligible to play in each position is written with an aluminum pencil on the spool under the light representing his position. Then the spools are turned so the names of the members of the starting teams are uppermost. In case of substitutions, the spool is turned to bring up the name of the substitute player.

In operation, Brown sits in front of the cabinet with his spotters on either side of him. The spotters push appropriate push buttons as plays are executed, and lights flash over the names of players involved. If a spotter makes an error, he presses the button flashing the extra green light and then pushes the correct button. The white light is operated by an engineer who keeps track of intervals at which Brown is to take a station break.

WJBO, WAPO Favored

PROPOSED findings, under which WJBO, Baton Rouge, La., and WAPO, Chattanooga, Tenn., would acquire increased facilities, were recommended Nov. 21 by the FCC. WJBO's tentative grant is for 1120 kc. with 1,000 watts unlimited time instead of 500 watts. WAPI seeks a shift in frequency from 1420 kc. with 100 watts night and 250 watts day to unlimited time on 1120 kc. with 500 watts and 1,000 watts day, employing a directional antenna. Parties in interest have 20 days in which to file exceptions and request oral arguments.

Armstrong Honored

MAJ. EDWIN H. ARMSTRONG, professor of electrical engineering at Columbia U and inventor of the superheterodyne circuit and pioneer in frequency modulation, was awarded a medal for "distinguished engineering achievement" by the University's School of Engineering. Twelve outstanding graduates of the school were named as first winners of medals, established this year in memory of Prof. Thomas Egleston, founder of the school. A medal also was awarded to Irving Langmuir, associate director of the General Electric Research Laboratory, Schenectady. Dr. Nicholas Murray Butler, University president, presented the medals Nov. 21.

AFRA Post to Arnold

EDWARD ARNOLD, Hollywood film and radio actor, was elected president of Los Angeles Chapter of AFRA Nov. 21 by the local board to fill the unexpired term of Frederick Shields, resigned. Arnold is also an AFRA national board member and serves as third vice-president of Screen Actors Guild. Five new board members were added to Los Angeles Chapter: Howard McNear, Eric Nowdon, Elizabeth Wilbur, actors; Ken Carpenter, announcer, and Allan Watson, singer. Agreement has been reached on provisions of a contract between NBC and Radio Producers Guild of America, representing the network's nine Hollywood producers. Although details were not revealed, producers will share in salary increases and improved working conditions, it was said.

New Canadian Local

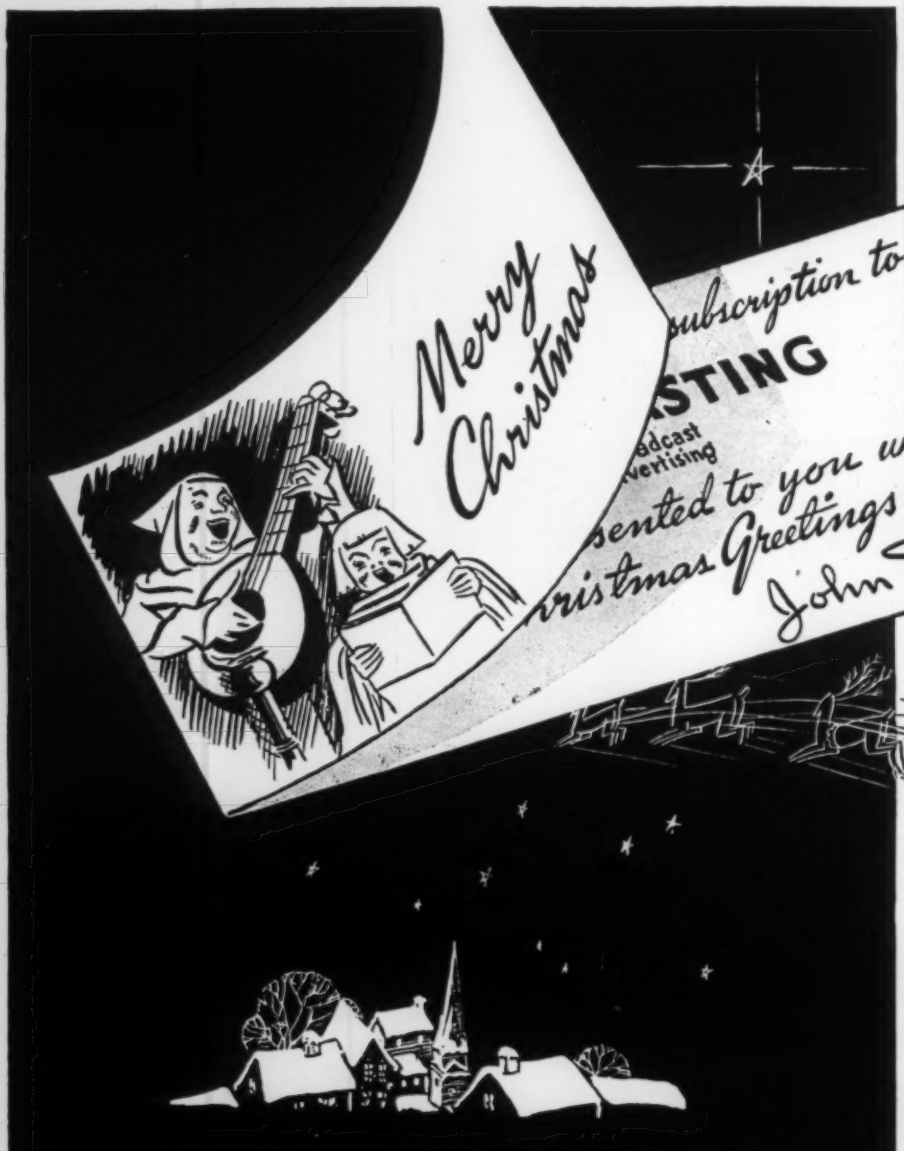
A NEW 100-watt station has been authorized by the Department of Transport for Campbellton, N. B. The station will operate on 1210 kc. with call letters CKNB. The licensee is Dr. Charles Houde, owner of CHNC, New Carlisle, Que. License has not yet been issued, pending approval of the station site and technical equipment by the Controller of Radio, Walter A. Rush, at Ottawa. The station, it is understood, will be ready to go on the air early in January 1940.

KSD daytime coverage
IN ST. LOUIS
NBC RED NETWORK

A Powerful Sales Stimulant
AMONG WOMEN IN THE BILLIONAREA

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



Santa COMES 25 TIMES A YEAR ★ ★ ★

SPECIAL GIFT RATES

$ 3.00	ONE annual subscription
$ 5.00	TWO annual subscriptions
$ 7.00	THREE annual subscriptions
$10.00	FIVE annual subscriptions
$ 1.50	each for TEN or more subscriptions

The 1940 YEARBOOK Number, a distinguished gift in itself, is included with each subscription.

PLEASE USE ORDER CARD ATTACHED

when your gift is a subscription to

BROADCASTING

Broadcast Advertising

Christmas Gift Order Form

Please send BROADCASTING for One Year as my Christmas Gift to:

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Send bill to .....

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Name .....

Address .....

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Name .....

Address .....

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BROADCASTING

The Broadcast Advertising

1940 YEARBOOK Number Included

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

4c POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,

NATIONAL PRESS BLDG.,

WASHINGTON, D. C.

Independents Ask Set Manufacturers To Discontinue Inefficient Receivers

INDEPENDENT stations swung into action Nov. 20 against the four push-button sets and inferior quality receivers which do not pick up low-power transmitters faithfully, with the dispatching of identical letters by National Independent Broadcasters Inc., to leading set manufacturers, asking cooperation in the solution of the problem.

Mr. Lafount

Harold A. Lafount, executive of the Bulova radio stations and president of NIB, wrote the manufacturers and the Radio Manufacturers Assn., that the plight of independent stations was such that many of them in the larger cities may be "forced out of business". To supplant the four push-button receivers, which are usually adjusted to network or high-powered stations, Mr. Lafount asked that manufacturers get together in an effort to produce at least ten push-button sets for larger cities, and that the sale of the other units be discontinued. He offered the cooperation of the local stations, possibly through sales aids for the manufacturers.

Favors 10 Buttons

"It is my sincere belief," Mr. Lafount stated, "that if many of these four and five push-button receiving sets are sold in cities that have 10 or more broadcasting stations, many of the smaller local independent stations will soon be forced out of business. I therefore, respectfully urge that you build receiving sets with at least ten push-buttons and that you discontinue the sale of sets with less push-buttons in the larger cities.

"I am sure that if you will place on the market in these larger cities receiving sets capable of reproducing the programs broadcast by the smaller local stations—in other words, sets that will without discrimination provide equality of reception and tuning convenience, the local stations will cooperate with you in their distribution and sale."

The immediate reaction of larger set manufacturers, while sympathetic with the problem, was that progress cannot be stopped. It was pointed out any customer can have push buttons pre-set to the stations they select but that usually the listener selects the larger stations.

Mr. Lafount suggested that the question be considered by the executive committee of the RMA set division, offering to appoint an NIB committee to meet with the group. He pointed out that the FCC is authorizing new local stations throughout the country, indicating it believes they serve public interest. He said he made his plea in behalf of 400 such stations.

For competitive reasons, the NIB president stated, many set manufacturers are offering small inexpensive sets capable of receiving and reproducing programs broadcast by high-power chain or clear channel stations. Frequently, he said, the first stage of amplification is omitted, along with other refinements "which render these sets incapable of receiving and reproducing" low-powered stations without static or other interference. The sale of hundreds of thousands of these sets, he declared, has been very detrimental to the local broadcaster and in many large cities where noise level is high "is directly responsible for the partial loss of his listening audience." Thus, he asserted, the listener desiring to hear the local station without interference "must purchase a high-priced receiving set".

Citing the push-button set as adding to the locals' problem, Mr. Lafount declared that in a city like New York, the sets usually are adjusted or tuned to chain or high-powered stations. "The other 15 or 20 broadcasting stations must depend upon the listener to use the manual control," he declared.

One solution to the problem is that worked out by WMCA, New York, in cooperation with Bushwick - McPhilben, New York distributors of Sparton radios, and the League of Metropolitan Appliance Dealers, organization of some 500 retailers in the metropolitan area. The station puts on a half-hour musical broadcast each Saturday evening, with the commercials devoted to the League's code of ethics and to urging listeners to patronize their local League member. The distributing company sponsors 20 spot announcements weekly advertising the League in addition to its own weekly broadcasts of the commentaries of Leonard Lyons on WMCA. The dealers see that each pushbutton set sold has one tab reserved for WMCA and the League has given Sparton radios its official endorsement.

A decalcomania window insignia, designed by Al Rose, WMCA promotion director, identifies each member with the League and, in a box, also lists Sparton radios.

FIRST delivery of water from the Colorado River to the Southern California coastal plain was broadcast Nov. 19 by CBS. Arranged by Fox Case, CBS Pacific Coast public relations director, the broadcast was picked up from three points, with Frank Graham, announcer, describing the scene from a plane, Larry Chatterton, commentator, in a speed boat and Chet Huntley, commentator, stationed at Cajalco Reservoir inlet. Here is Alden Packard, CBS Hollywood engineer, with his master control setup, at Cajalco Reservoir. All technical installation for the special event was under his direction.

50000 WATTS POWER

To Reach One of America's Most Receptive Markets

MORE PEOPLE

Live within 150 miles of

» SHREVEPORT «

than in the Entire State of Louisiana

With 50,000 watts power KWKH gives you clear, powerful reception for your advertising message, reaching more people within 150-mile radius of Shreveport than in the entire state of Louisiana.

Put KWKH to work for you in Shreveport and this rich trading area . . . in one of America's most receptive markets.

KWKH

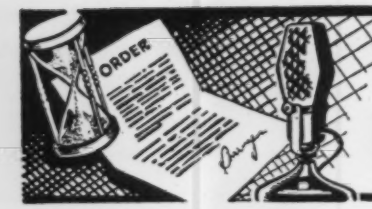
SHREVEPORT LOUISIANA

50,000 WATTS

A SHREVEPORT TIMES STATION

. . . . in the heart of the world's greatest oil and gas area . . . . . CBS

Represented by THE BRANHAM CO.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Pinex Co., Fort Wayne, Ind. (cough syrup), 5 *sa* weekly, thru Russel M. Seeds Co., Chicago.
J. A. Folger & Co., San Francisco (coffee), 5 *t* weekly, thru Lord & Thomas, N. Y.
Mantle Lamp Co., Chicago (Aladdin Lamps), 2 *t* weekly, thru Presba-Fellers & Presba, Chicago.
Custodian Toiletries, Chicago (cosmetics), 14 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Pacquin Inc., New York (cosmetics), 10 *sa* weekly, thru William Esty & Co., N. Y.
Gillette Rubber Co., Eau Claire, Wis. (Gillette tires), 26 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Mrs. Baird's Bakery, Ft. Worth (Mrs. Baird's Bread & Cakes), 3 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.
Golden Peacock Inc., Chicago (Golden Peacock bleach cream), 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Beaumont Labs., St. Louis (4-Way Cold Tablets), 8 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Skinner Mfg. Co., Omaha (Skinner's Macaroni & Raisin Bran), 9 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
American Cranberry Exchange, New York (Eatmor Cranberries), 4 weekly *sa*, thru BBDO, N. Y.

KMOX, St. Louis

E. I. DuPont de Nemours & Co., Wilmington (Cello Glass), 2 *sa* weekly, thru BBDO, N. Y.
Hartz Mountain Products, New York (bird supplies), weekly *sp*, thru Geo. H. Hartman Co., Chicago.
Consolidated Drug Trade Products, Chicago, *t* series, thru Benson & Dall, Chicago.
Flex-O-Glass Mfg. Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Mantle Lamp Co. of America, Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Pinex Co., Fort Wayne (cough syrup), 6 *sp* weekly, 6 *sa* weekly, thru Russell M. Seeds Co., Chicago.

KDKA, Pittsburgh

Commercial Solvents Corp., New York (Norway anti-freeze), 6 *sa* weekly, thru Maxon Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), daily *sa*, thru Joseph Katz Co., N. Y.
Pittsburgh Sun-Telegraph, Pittsburgh (newspaper), 5 *sa* weekly, direct.

WDRC, Hartford

Corn Products Refining Co., New York (Kremel), weekly *sa*, thru Hellwig-Miller, N. Y.
Personal Finance Corp., Newark, cut-in series, thru Blackett-Sample-Hummert, N. Y.
Southern New England Telephone Co., Hartford, 5 *sa* weekly, direct.

WISN, Milwaukee

General Foods, New York, 5 *t* weekly, thru Young & Rubicam, N. Y.
General Mills, Minneapolis (Gold Medal, Korn Kix), 10 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble, Cincinnati (Duz soap), *sa* series, thru Compton Adv., N. Y.

WHO, Des Moines

Carey Salt Co., Hutchinson, Kan., 104 *sp*, thru Ferry-Hanley Co., Kansas City.
Mid-Continent Petroleum Corp., Tulsa, 365 *sp*, thru R. J. Potts & Co., Kansas City.
Smith Bros. Mfg. Co., St. Joseph, Mo. (overalls), 234 *sa*, thru R. J. Potts & Co., Kansas City.
Geppert Studios, Des Moines (photos), 26 *sp*, thru Coolidge Adv. Co., Des Moines.
Dean Studios, Des Moines (photos), 26 *sp*, thru Lessing Adv. Co., Des Moines.
Christian Science Committee, Des Moines, 52 *sp*, thru Fairall & Co., Des Moines.

KSRO, Santa Rosa, Calif.

Gilmore Oil Co., Los Angeles, 3 *sa* weekly, thru Walter Biddick Co., Los Angeles.
Folger Coffee Co., Los Angeles (coffee), 3 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Retirement Life Payment Assn., Los Angeles (pension plan) 10 *sa* weekly, thru Cinema Adv. Agency, Los Angeles.
Par Soap Co., Oakland, 6 *sa* weekly, thru Gordon-Allen, Oakland.
Blue Bird Potato Chip Co., Los Angeles, 5 *sa* weekly, thru Emil Brisacher & Staff, Los Angeles.

KDYL, Salt Lake City

Swift & Co., Chicago, 26 *sa*, thru J. Walter Thompson Co., Chicago.
Westfield Watches, New York, 2 *sa* daily, thru Biow Co., N. Y.
Skinner Mfg. Co., Omaha (macaroni), 52 *sa*, thru Ferry-Hanley Co., Kansas City.
Barbasol Co., Indianapolis (shaving cream), 78 *ta*, thru Erwin Wasey & Co., N. Y.
Utilities Engineering Institute, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.
Procter & Gamble, Cincinnati (Dash), 260 *t*, thru Pedlar & Ryan, N. Y.

WJIM, Lansing, Mich.

Ford Dealer Fund (autos), weekly *sp*, thru N. W. Ayer & Son, N. Y.
Quaker Oats Co., Chicago (macaroni), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Dr. Hess & Clark, Ashland, O. (animal remedies), weekly *t*, thru N. W. Ayer & Son, Philadelphia.
Gamble Stores, Minneapolis, 5 *sa* weekly, thru BBDO, Minneapolis.

KYA, San Francisco

Rosicrucians, San Jose, Calif. (religious) *sa* series, thru Richard Jorgensen Adv., San Jose.
Cambria Pines, Los Angeles (real estate) 3 *sp* weekly, thru Allied Adv. Agencies, San Francisco.

KHJ, Los Angeles

Firestone Auto & Supply Co., Akron (tires & tubes), 4 *sa* weekly, thru Sweeney & James Co., Cleveland.
St. Germaine Press, Chicago (religious), 2 *t* weekly, thru Ted Dahl Adv. Agency, Los Angeles.
Union Pacific Railroad, Omaha (transportation), 13 *sa*, thru Caples Co., Los Angeles.
Potter Drug & Chemical Co., Malden, Mass., (soap & ointment), 6 *sa* and 6 *ta* weekly, thru Atherton & Currier, N. Y.
Dr. Hiss Foot Clinic, Los Angeles (chain shoe store), 2 *sp* weekly, thru Ruth Hamilton & Associates, Los Angeles.
Dryden & Palmer, New York (Gravy-Master), 5 *sp* weekly, thru Samuel C. Croot Co., N. Y.
Pacific Brewing & Malting Co., San Francisco (beer), 5 *ta* weekly, thru Brewer-Weeks Co., San Francisco.
Stayner Corp., Berkeley, Cal. (Minra), 2 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Smith Bros. Poughkeepsie, N. Y. (cough drops), 5 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Los Angeles & Suburban Gas Companies, Los Angeles (gas ranges), 93 *sa*, thru McCann-Erickson, San Francisco.

KPO, San Francisco

United Packing Co., South San Francisco (meats), weekly *sp*, thru Erwin, Wasey & Co., San Francisco.
Beaumont Labs, St. Louis (4-Way Cold Tablets), *ta* series, thru N. W. Kastor & Sons, Chicago.
Pacquin Labs, New York (hand cream), *ta* series, thru Wm. Esty & Co., New York.
Charles B. Knox Gelatine Co., New York (gelatine) 2 weekly *sp*, thru Kenyon & Eckhardt, N. Y.

KGO, San Francisco

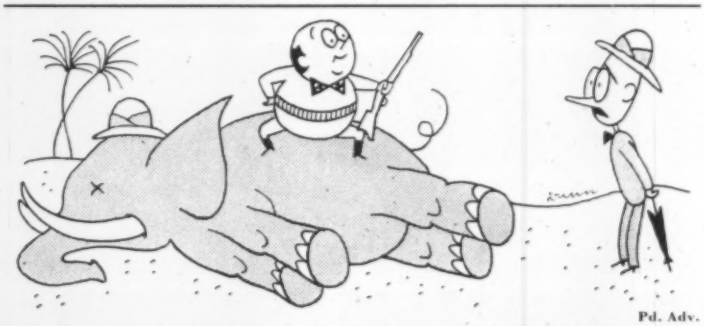
Pinex Co., Fort Wayne (cough syrup), *sa* series, thru Russell M. Seeds Co., Chicago.
Standard Beverages, Oakland (Par-T-Pak), weekly *sa*, thru Emil Reinhardt Adv., Oakland.

WOL, Washington

L. N. Renault & Sons, Egg Harbor, N. J. (wine), 39 *sa*, thru White-Lowell, N. Y.
Curtis Pub. Co., Philadelphia, *sa* series, thru BBDO, N. Y.

WHN, New York

Local Loan Co., Chicago, 12 *sp* weekly, 53 weeks, thru Geo. H. Hartman Co., Chicago.
P. J. LeRoy, New York (piano lessons), 12 *sp* weekly, 52 weeks, direct.



Pd. Adv.

"Big game is old stuff with me—I'm on WRC in Washington".

WOAI, San Antonio

Geo. Muehlebach Brewing Co., Kansas City, weekly *t*, thru Bozell & Jacobs, Omaha.
General Foods, New York (Post's bran flakes), 5 *t* weekly, thru Benton & Bowles, N. Y.
BC Remedy Co., Durham, N. C., 7 *t* weekly, thru Harvey-Massengale Co., Atlanta.
Ex-Lax Mfg. Co., Brooklyn, 5 *t* weekly, thru Joseph Katz Co., N. Y.
Chr. Hansen Labs., Little Falls, N. Y. (Junket), *ta* series, thru Mitchell-Faust Adv. Co., Chicago.
Ludens Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes, N. Y.
Stanco Inc., New York (Mistol, Nujol), 5 *t* weekly, thru McCann-Erickson, N. Y.
Mentholatum Co., Wilmington, Del. (proprietary), 6 *sa* weekly, thru Dillard Jacobs, Atlanta.
Plough Inc., Memphis (proprietary), 24 *sa* or *ta* weekly, thru Lake-Spiro-Cohn, Memphis.

KNX, Hollywood

Cook Products Corp., San Francisco (Girard's french dressing), 6 *sp* weekly, thru Rufus Rhoades & Co., San Francisco.
Olson Rug Co., Chicago (rugs), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Pioneer Canneries, Seattle (minced clams), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Swift & Co., Los Angeles (margerine), 6 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.
Campbell Soup Co., Camden (soups), 12 *sa* weekly, thru Ward Wheelock Co., Philadelphia.
Swift & Co., Chicago (Brookfield sausage), 3 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Marney Food Co., Huntington Park, Cal. (Marco dog food), 5 *t* weekly, thru I. F. Wallin & Staff, Los Angeles.
Swift & Co., Los Angeles (turkeys), 6 *sp* weekly, direct.

KFRU, Columbia, Mo.

Consolidated Drug Trade Products, Chicago (Peruna, Kolar-Bak), 12 *sp* weekly, thru Benson & Dall, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (cough syrup), daily *ta*, thru Benton & Bowles, Chicago.
White Labs, New York (Feenamint), daily *ta*, thru Wm. Esty & Co., N. Y.
National Refund Co., Chicago (insurance), daily *sp*, thru First United Broadcasters, Chicago.
Safeway Stores, Oakland, daily *sa*, thru J. Walter Thompson Co., San Francisco.

WOR, Newark

John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham, Red Heart Dog Food), 6 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Gambarelli & Davitto, New York (wines), weekly *sp*, thru De Biasi Adv. Agency, N. Y.
Nell Vinick, New York (cosmetics), 2 *sp* weekly, direct.
Bell & Co., Orangeburg, N. Y. (Bell-Ans), 2 *sp* weekly, thru Anderson, Davis & Platte, N. Y.

WAPI, Birmingham

M. L. Clein & Co., Atlanta (Mentho Mulsion), 6 *sa* weekly, thru Charles A. Rawson & Assoc., Atlanta.
Beaumont Labs., St. Louis (4-Way tablets), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Quaker Oats Co., Chicago (macaroni), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.

KECA, Los Angeles

Chrysler Corp., Detroit (autos), 26 *sa*, thru J. Stirling Getchell, Detroit.
Hammond Organ Studios, Los Angeles (organs), 3 *sp*, thru George H. Hartman Co., Chicago.

KOMA, Oklahoma City

Miller Cereal Mills, Omaha, 39 *sa*, thru Driver & Co., Omaha.
Nutrena Mills, Kansas City (feed), 260 *sp*, thru Simonds & Simonds, Chicago.

Radio Advertisers

GEORGE C. SPITZMILLER, vice-president and Eastern division sales manager of Best Foods Inc., New York, has been appointed to the newly-created position of vice-president and general manager of the company's central division, with headquarters in Chicago. C. B. McCord continues as vice-president and central division sales manager, while William O. Dillingham, formerly assistant to Mr. Spitzmiller, becomes Eastern division sales manager in New York.

L. M. VAN RIPER has been appointed advertising manager of McKesson & Robbins, Bridgeport, Conn., having been with the company since 1929, and previously advertising manager of Conde Nast Publications, vice-president and general sales manager of Ajax Rubber Co., and Chicago manager of U. S. Tire & Rubber Co.

KENNETH GRAHAM, national advertising manager of the *Los Angeles Downtown Shopping News*, recently resigned to join the advertising department of Kellogg Co., Battle Creek, Mich.

A. L. MARTIN, formerly promotion manager of the *Woman's Home Companion*, has been promoted to advertising manager, following two months as assistant advertising manager.

COOK PRODUCTS Corp., San Francisco (Girard's french dressing) has signed for participation on home economics programs on two California stations, starting Jan. 1. It will use *Housewives Protective League* on KNX, Hollywood and the *Gladys Cronkhite* program on KPO, San Francisco. Agency is Rufus Rhoades & Co., San Francisco.

SEARS ROEBUCK stores in Wilmington, Lancaster, Harrisburg, York, and Hazleton are sponsoring over Mason-Dixon stations in those cities the Kasper-Gordon feature *Adventures in Christmas Tree Grove*, with special holiday sales promotion. Other sponsors include Boggs & Buhl, Pittsburgh, over KQV; Strouss-Hirshberg, Youngstown, WFMJ; Sears Roebuck, Toledo, WSPD; J. B. Sperry Co., Port Huron, Mich., WHLS; Boston Store, Wilkes-Barre, Pa., WBRE; J. A. Kirven Co., Columbus, WRBL. Kasper-Gordon also reports sponsors of the *Wade Lane's Home Folks* serial by Thornton Laundry, WFMJ, Youngstown; Wickham's Mayonnaise, WBGI, Scranton, Pa.; Commonwealth Baking Co., WTAG, Worcester. In Detroit Crowley-Miller Co., big department store, is sponsoring *Around the World With Santa Claus* over WJBK.

NATIONAL DRUG Co., Montreal (Gin Pills), is sponsoring a daily British United Press newscast, 11:10-11:15 p.m., on CKAC, Montreal. A. McKim Ltd., Montreal, is agency. Salada Tea Co. of Canada also is sponsoring nightly quarter-hour BUP newscasts by Jean Nolin, 10:30-10:45 p.m., on CKAC.

KASPER-GORDON Inc., Boston producers and transcribers, reports it is producing *Minut-Dramas*, one-minute spots on transcriptions, for Father John's Medicines, Squires Fresh Dressed Pork, H-B Cough Drops, Molineaux Brand Wines, Handy's Pork and Sausages, Forty Fathom Fish, Hood's Milk and Sperry & Barnes Pork and Sausages.

HAMLIN RED CROSS DRUG Stores of Binghamton and Johnson City, New York, on Nov. 20 started the five times weekly news analysis program by Fulton Lewis Jr., MBS Washington commentator, on WNBF, Binghamton. Mr. Lewis is sponsored over 11 MBS stations by Detrola Radio Corp., Detroit (radios) but is available on other MBS outlets for local sponsorship.

WHEN Dr. Miller McClintock (right), head of the Traffic Audit Bureau of New York City visited Kansas City in mid-November as a speaker at the annual convention of the Outdoor Advertising Associations of Missouri, Kansas, Nebraska and Colorado, he also made a guest appearance on KMBC arranged by Arthur Church, KMBC president (left), shown chatting with the outdoor advertising expert just before he went on the air in a quarter-hour interview with Neal Keehn, KMBC's special events director.

SPONSORSHIP of the home basketball games of Long Island University, St. John University and Fordham is now being sought by the teams for broadcast in the New York area through National Radio Sports Service, New York, an agency acting as a "clearing house" for amateur and professional baseball, basketball and football games in the metropolitan district.

RELIABLE TOY Co. Ltd., Toronto, (dolls) started on Nov. 10 on CFRB, Toronto, and on Dec. 1, on CFCF, Montreal, a weekly half-hour all-child talent theatre show and quiz contest, tickets for which were made available in the toy departments of department stores. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

PUREX Corp., Southgate, Cal., (bleaching solution), thru Lord & Thomas, Los Angeles, in a ten-week campaign which started Nov. 13 is using from 6 to 12 spot announcements weekly on three San Francisco stations, KPO KFRC KSFO and in addition participation twice a week in home economics programs.

PILLSBURY FLOUR MILLS, Minneapolis (flour), is using a series of 78 daily quarter-hour live talent dramatic programs in Polish on WJBK, Detroit, to reach the Detroit Polish market. Window streamers in 844 local groceries promote the show. Agency is Hutchinson Adv. Co., Minneapolis.

LAURA SECORD Candy Shops, Toronto (chain stores) on Nov. 17 started *In a Drawing Room* musical network program Mon. and Fri., 10:45-11 p. m., on CBL, Toronto; CBO, Ottawa; CBM and CBF, Montreal. Agency is Cockfield Brown & Co., Toronto.

Dear Santa:
Please be a sport and give all us other stations 40 hours per week more network commercials than last year--just like KOIL has got!
Yes tr...
KOIL
OMAHA'S BASIC STATION FOR ALL COLUMBIA NETWORK STARS
DON SEARLE-GENERAL MGR.
KATZ AGENCY-NAT'L REPR.

REGAL BAND INSTRUMENT Co., Chicago, has started thrice-weekly quarter-hour programs on WDZ, Tuscola, to promote its guitars. Newby-Perron-Fliteraft, Chicago, is agency.

CANADA PACKERS, Toronto (Maple Leaf Soap) is testing a 10-minute two-piano team five mornings weekly on CBL, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

GILLETTE RUBBER Co., Eau Claire, Wis., is using quarter-hour Sunday morning programs for 26 weeks on the following stations: WLS WFAA WHO WDAY WDAF KFAB WCCO WSB WEAU WFBM WRVA. Cramer-Krasselt Co., Milwaukee, handles the account.

DOUGLAS WHEELOCK has been appointed advertising manager of Langendorf United Bakeries, San Francisco, succeeding J. G. Campbell, resigned. Wheelock has been in the advertising department of the firm for some time.

CONNORS BROS. Ltd., Black's Harbour, N. B., (fish packers) started a weekly test campaign in November on CFRC, Kingston, Ont., and CHML, Hamilton, Ont., using a quarter-hour show *True Stories of the Sea* produced and transcribed in the studios of CHSJ, St. John, N. B. The campaign will be expanded, according to the Walsh Advertising Co. Ltd., Toronto, which placed the account.

FRED DAVIS FURNITURE Co., Denver, is sponsoring the MBS co-operative *Show of the Week* on KFEL, that city, Sundays, 6:30-7 p.m. Account is handled direct.

LIEBMANN BREWERIES, Brooklyn (Rheingold Beer), through Lord & Thomas, New York, on Nov. 10 renewed for 13 weeks the weekly half-hour transcribed series, *Calling All Cars*, on WCHV WLVA WTAR WMBG WDBJ. Transcribed show was produced by Fields Bros., Hollywood.

"DEAR KING GEORGE:— SURE, WE'LL FEED ENGLAND FOR YOU!"

If you've noticed what's happened in the wheat market this past couple of months, you automatically know that our Red River Valley farmers are now more "in the money" than ever .... The most prosperous great agricultural group between the Lakes and the Rockies, these million-plus people listen almost exclusively to WDAY, the only chain station in the territory. If you're not reaching them, you're missing the best bet in America. Write for the whole story!

WDAY, INC.

N. B. C.

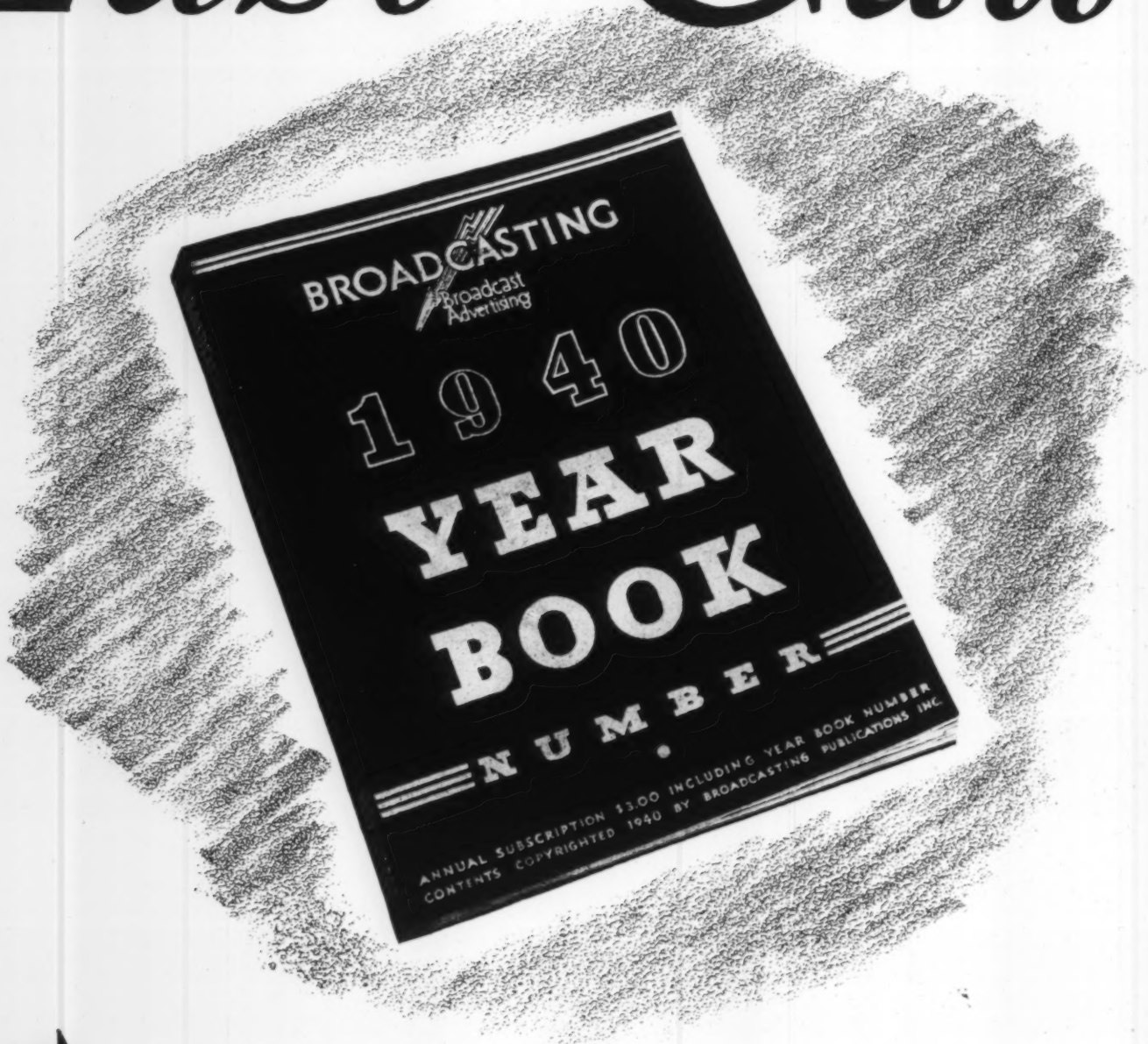
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Last Call



Advertise in the Year-round BUYERS' GUIDE

Advertising Forms

for Copy

for the Best Buy of the Year!

Close December 15th

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

A regular programme on CFCF will boost your sales and give your product wide publicity. Consult us for rates and available time. You'll be agreeably surprised to find how inexpensive it is to advertise through CFCF—the Voice of Canada's Metropolis!

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC affiliate

N. PORTER SADDLE & HARNESS Co., Phoenix, is sponsoring the weekly quarter-hour *Junior Broadcasters* on Arizona Network. Program is conducted by Roberta Bragdon, KOY pianist.

LOS ANGELES & Suburban Gas Companies, Los Angeles (gas ranges), in a Christmas campaign which terminates Dec. 21 is using an average of three spot announcements daily on KNX KFI KHJ KECA KFXM KTMS KTKC. McCann-Erickson, Los Angeles, has the account.

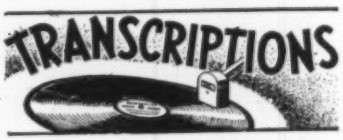
F. J. AIREY Co., Los Angeles, distributors of Ko-Nox cold tablets, new to radio, in a 30-day campaign ending Dec. 7 is using five spot announcements daily on KRKD, KFVD and three a day on KMPC. Agency is W. C. Jeffries Co., Los Angeles.

J. W. RUBIN has been named advertising manager of Allied Radio Corp., Chicago.

TUCKETT'S Ltd., Hamilton, Ont. (Wings cigarettes) broadcast eastern Canadian football finals on 12 stations, Nov. 18 and 25; and will sponsor Dominion championship games on 22 stations, Dec. 2 and 9. Agency is Vickers & Benson, Toronto.

Raleigh on Blue

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on Nov. 26 started *Home Town Unincorporated*, Sunday 10:30-11 p.m., on 19 NBC Blue network stations. Originated in Chicago, the program is a variety show with a small town locale. Fort Pearson, of NBC-Chicago, will announce the series, Virginia Verrill, movie actress, will be featured. Agency is Russell M. Seeds Co., Chicago.



TO PROMOTE the thrice-weekly transcribed series *"The Adventures of Pinocchio,* produced by Radio Attractions, New York, local "Pinocchio Clubs" are being organized by the companies sponsoring the program in various cities. Sponsors now using the Clubs include: Lit Brothers, Philadelphia (WFIL); Maison Blanche, New Orleans (WSMB); Bernard Kofsky's, Hartford (WTIC); Condon's Dept. Store, Charleston, S. C. (WCSC); Loose-Wiles Biscuit Co., Detroit (WWJ), Bay City (WBCM), and Grand Rapids (WOOD); Ideal Pure Milk Co., Evansville, Ind. (WGBF). New sponsors of the *Pinocchio* program have been announced by Radio Attractions, as follows: Globe Dept. Store, Los Angeles (KECA), through Milton Weinberg Adv. Co., and Sterchi Brothers, Asheville, N. C. (WWNC). The company's first production *The Shadow of Fu Manchu* was recently bought by Moore & Quinn Brewing Co., Syracuse, for broadcast on WFBL.

RADIO PRODUCTIONS & Recordings Inc. has closed its office in Fort Collins, Colo., and has taken larger quarters in the C. A. Johnson Bldg., Denver. Incorporated under the laws of Colorado, the recording and production firm has Charles William Lang as director of radio and sales promotion, L. Alan Pugh in charge of recordings, sales and manufacture, and Fred Graham in charge of the Denver School of Radio Technique. Mr. Graham formerly was with KVOD, Denver.

DAVIS & SCHWEGLER, Los Angeles music publishing firm and tax free transcription library service, is building its own recording and pressing plant in that city. The firm has taken over and is remodeling the plant formerly occupied by Cinecolor Inc. at Occidental and Council streets. Representing an investment of $50,000, it will be in operation by Jan. 1, according to Paul Schwegler, executive of the firm. The concern will produce 10, 12 and 16-inch records as well as make its own transcriptions.

PHOTO & SOUND Inc., newly organized California corporation headquartering in San Francisco, has purchased Kennedy-Kut Recordings, electrical transcription firm, and expanded into the industrial motion picture and slide film field by affiliation with Colortone Productions. All Kennedy-Kut personnel, including David W. Kennedy, engineer, John Wolfe and Michael L. Wilson Jr. will continue with the new firm, which has leased quarters in the Monadnock Bldg., where it maintains projection and recording studios and a film laboratory. Firm has on its advisory board Harry F. Anderson, former sales manager of NBC Pacific division; Douglas G. McPhee, president of Oakland Advertising Club, and Lindsey Spight, Pacific Coast manager of John Blair & Co.

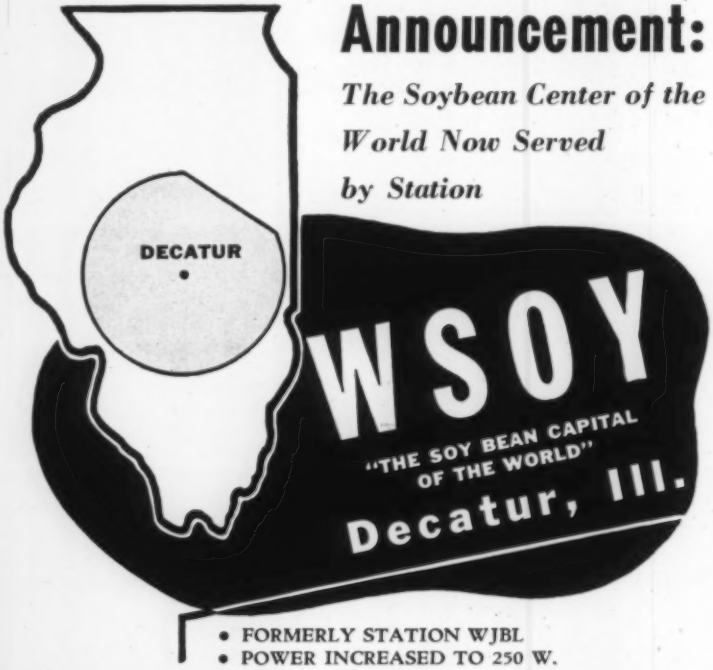
News of Business

THE quarter-hour weekly program *The Business Magazine of the Air,* covering domestic and foreign news and comments, is currently heard on KDYL, Salt Lake City; WFIL, Philadelphia, and WTNJ, Trenton, with negotiations pending with other stations, according to Thomas G. Sabin, 5 E. 57th St., New York, who is in charge of the program's distribution. It has erroneously been reported that *Business Week* magazine is sponsoring the program. Mr. Sabin states that he has contracted with McGraw-Hill Publishing Co. and *Business Week* for use of their editorial and research facilities as sources for news material, which is then rewritten by radio writers for the weekly program.

Remington on WOR

REMINGTON RAND, New York, on Nov. 20 started a five week pre-Christmas campaign for electric shavers and typewriters using participations on *Uncle Don's* Monday-through-Saturday program on WOR, Newark, with Wednesday as the "predominant" night. Commercials urge children to buy one of the two products for "Dad's Christmas present". Leeford Adv. Agency, New York, places the account.

Announcement:
The Soybean Center of the World Now Served by Station



• FORMERLY STATION WJBL
• POWER INCREASED TO 250 W.

QUICK MARKET FACTS: Cash crop of soybeans brings us $32,000,000. Total market amounts to $140,845,000. Population of area served by WSOY—750,000 people—95% native white. Retail business up 15%. Farm business excellent. State of mind—very good.

QUICK STATION FACTS: A local station with regional average because of ideal ground conditions—a good channel—and excellent equipment. One of oldest radio stations in America (among first 12) formerly WJBL. 250 watt. 1310 on your dial. On air 18 hours daily.

For A Big Chunk of Illinois . . . WSOY, Decatur, Ill.

HALIFAX,
NOVA SCOTIA
Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes

CHNS

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

WE MAKE NO MIRACLE (Ky.) BROADCASTS!

Although it wouldn't exactly be a *miracle* if we reached Miracle (Ky.), it would be free coverage for our advertisers. WAVE simply doesn't reach the far-reaches of Kentucky. We stick to the Louisville Trading Area—and this *million*-buyer field is the largest and richest group of purchasers in the State! We are the *only* N. B. C. station within 100 miles of Louisville, the hub of this Area! Doesn't that *suggest* something to you?

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

IN SALT LAKE CITY

buying trends are up 16% over last year, making this area one of the brightest spots in the nation.

Tell your story to this responsive, able-to-buy market over the station that carries more local advertisers because it gets results.

5,000 WATTS daytime 1000 WATTS night
KDYL
The Popular Station
SALT LAKE CITY
NBC RED NETWORK
Representative: John Blair & Co.

Tip on Tremor

IT TAKES more than an earthquake to shake the aplomb of Al Botzer, announcer of KIRO, Seattle, as he demonstrated early in November when the city felt a passing tremor. Immediately after the quake in Seattle, which occurred at 11:47 p. m., KIRO was deluged with telephone calls, all directed to the control booth with Botzer on the receiving end. Between flipping discs on the midnight *Concert Hour*, Botzer completed a telephone call to Prof. Howard Coombs, assistant professor of geology and in charge of the seismograph at the University of Washington and assured listeners, on the professor's authority, that a recurrence of the quake was unlikely.

Ayers-Prescott Starts Disc Newsreel Program

INTERVIEWS with "name" personalities, recorded on the spot, comprise the *American Radio Newsreel*, twice-weekly quarter-hour news program produced by Ayers-Prescott, New York. Idea, as explained at a demonstration for the press given Nov. 17 at the Lexington Hotel, New York, is to make available to the small, non-network station names not otherwise obtainable. Programs are produced on Thursday and Tuesday and shipped out to the stations for broadcasting the following Wednesday and Saturday, it was explained, with the toughest problem the selection of names prominent in the news three days following the production of each program.

Approximately 150 stations have already subscribed to the series, produced by Erich Don Pam, vice-president and general manager of the company. Joseph Johnston, script editor for Pathe News, serves Ayers-Prescott in the same capacity for the production of this series. Charges for the programs are based on station rates.

Programs played at the demonstration were made up of about equal parts of news interviews—an eyewitness description of the rescue of passengers and crew of a torpedoed vessel, interviews with Government officials on neutrality, a statement of British policy by a visiting member of Parliament, interviews with celebrities of stage, screen and sports. Recorded on the scene by reporters with portable equipment, the various interviews are edited and combined into a continuous program at the company's headquarters and are then pressed and sent to the subscribing stations.

U. S. Communications History

ORIGIN and development of various branches of United States communications system from establishment of the first postal route in Massachusetts in 1639 to the present postal and telecommunications system is reviewed in *Communications*, prepared by G. Stanley Shoup and published by the Department of Commerce. The publication contains basic facts pertaining to the postal service, telegraph, cable, telephone and radio. Copies may be had at five cents each from the Bureau of Foreign & Domestic Commerce, Department of Commerce, Washington, D. C.

Roberts Rejoins NBC As Head of Production; Rainey to Transamerican

WILFRED S. ROBERTS, who recently rejoined NBC after a six-month leave of absence to work as an actor with Paramount Pictures, has been appointed manager of the NBC production division, replacing William S. Rainey, who has resigned to become executive in charge of programs of Transamerican Broadcasting & Television Corp., New York.

Mr. Roberts

Mr. Roberts, a graduate of Wisconsin U, began his career in the theatre as actor and director, and later joined the Aluminum Goods Mfg. Co. in an executive capacity. Joining NBC in February, 1936, as a member of the production division, Mr. Roberts produced sustaining and commercial programs, including the *March of Time*. He was transferred to the commercial program division in September, 1938, where he was associated with Bertha Brainard, manager of the division, until he went to Hollywood in April of this year.

Mr. Rainey

Mr. Rainey, who has been with NBC since 1927, organized the network's production and sound effects division, and recruited the present staff of 32 NBC producers and directors. An actor, singer, director and theatre manager at various times in his career, Mr. Rainey has played in Shakespearean and modern dramas, and has sung in grand opera.

Studebaker Champion

(Continued from Page 19)

high honors in radio polls, popularity contests and commercial surveys. Many of today's radio stars appeared as guests on this program. In May of 1934, the half-hour evening program was aired on 55 NBC-Red stations on Sunday and the same program was repeated on 55 CBS stations on Tuesday evening. Both networks were used until the spring of 1936.

The thrice-weekly transcriptions which ran on a national group of stations April, May, June, October and November of this year followed the format of this network show using the symphonic, modern music of Richard Himber.

Of Studebaker's success in radio advertising through the years, George D. Keller, vice-president in charge of sales, says, "With a good program, radio is an effective and dramatic advertising medium. But there's more to radio advertising than just programs. Our 1939 campaign is turning out so well because our *Champion* programs were carefully and widely promoted through dealer and station merchandising activity."

NBC SELECTS WSPD TOLEDO AS A BASIC RED OUTLET JANUARY 1st

For over 18 years, WSPD has served the northwestern Ohio and southern Michigan market — and with the added value of NBC Basic Red, National Clients are assured of an even greater listening audience.

5000 WATTS DAY
1000 WATTS NIGHT

REPRESENTED NATIONALLY BY
THE KATZ AGENCY

WSPD
TOLEDO, OHIO

Tells Agency Problems

CHARLES M. ROBERTSON Jr., radio director of the Ralph H. Jones agency, unfolded the problems encountered by advertising agencies in handling radio accounts for officials, department heads and commercial staff members of WLW, Cincinnati, at a meeting held recently in the WLW studios. Pointing to the necessity for handling auditions just as actual broadcasts, Mr. Robertson declared, "When an agency asks for an audition, it means we have already done a lot of work for it, and a station should understand that the audition should be as nearly perfect as possible, without making apologies or excuses."

Agencies

H. K. McCANN, president of McCann-Erickson, New York, on Nov. 17 married Dorothy Barstow, radio executive of the agency, who has been handling the *Dr. Christian* series, sponsored by Chesebrough Mfg. Co., since 1937 from the agency's Hollywood office. Married in New Mexico, the couple are at present on their honeymoon.

JACK VOTION has resigned as associate of the M. C. Levee Agency, Hollywood talent service, and is enroute to New York on personal business. He will announce his new affiliation upon his return to Hollywood.

CHESTER WICKSTROM, formerly an executive of the Goldberg Adv. Agency, Sydney, Australia, has been appointed production manager of Lee Ringer Adv., Los Angeles.

RICHARD T. CLARKE has discontinued his Beverly Hills, Cal. agency to join J. M. Mathes Inc., New York, in an official capacity. Kenneth M. Miles, formerly an account executive of Richard T. Clarke Co. has joined Philip J. Meany Co., Los Angeles, in a similar capacity.

DON DOUGLAS, formerly of KOIN, Portland, Ore., has joined Raymond R. Morgan Co., Hollywood, as a producer. He succeeds Cyril Armbrister, who resigned to join Benton & Bowles, New York.

JOSEPH SILL Jr., formerly account executive and copy chief of Botsford, Constantine & Gardner, San Francisco, has joined the Los Angeles staff of Emil Brisacher & Staff.

MARCE SMITH, formerly an account executive of R. H. Alber Co., Los Angeles, is now associated with L. Raymond Co., that city, in a similar capacity.

Agency Re-Formed

ATHERTON PETTINGELL and Fleur Fenton have resigned as executive vice-presidents and directors of Hartman & Pettingell, New York, effective Dec. 1, to re-form their agency of Pettingell & Fenton, which was discontinued in December, 1937. New agency will be located at 673 Fifth Ave., with telephone number Plaza 5-1880, and will handle the same accounts as in 1937, including Phillips Jones (Van Heusen shirts and collars), Cutler Shoe Stores, Kleinert Rugger Co. (girdle division), and Propper-McCallum hosiery. L. H. Hartman continues as president of L. H. Hartman Co., former name of the agency, at 50 Rockefeller Plaza, handling the following accounts: Haig & Haig, Somerset Importers, Houbigant, and Fleischmann Distilling Corp. (Black & White Scotch Whiskey).

BOARD of directors of N. W. Ayer & Son, Philadelphia, recently announced the election of three vice-presidents —Harris D. Bootman, manager of the media department, named vice-president in charge of media; William B. Clark, vice-president in charge of service in the Chicago office; and Douglas G. Meldrum, vice-president in charge of new business in the Chicago office.

W. H. SCHAEFER, former field manager of Radio Transcription Co. of America out of Hollywood, has organized Radio Features Adv. Agency in the Carew Tower, Cincinnati, and is also carrying a library of transcribed shows.

MAXON Inc. on Nov. 15 announced the opening of a branch office at 1260 Boston Ave., Bridgeport, Conn., to supplement the New York office in servicing the General Electric Co. account, all radio for which will continue to be handled out of New York. Personnel of the new office includes W. Ray Baker, vice-president; Paul Foley, R. C. Richardson and Karl Firth.

BYRON H. BROWN has been made Los Angeles manager of Gerth-Knollin Adv. Agency, having been transferred from the San Francisco office where he was account executive. He succeeds Mortimer W. Mears, who left the agency to form his own advertising firm in Los Angeles.

MARKS & NEESE Advertising Inc. has been formed as a new agency in Jackson, Miss., with offices in the Medical Bldg., supplanting the former Neese Adv. Agency. Gordon W. Marks is president; T. Lloyd Neese, secretary. Other personnel includes Larston D. Farrar and A. Kenneth Watkins, commercial artist.

W. I. TRACY, New York agency, will move its offices to 515 Madison Ave. shortly after Jan. 1, 1940.

CECIL & PRESBREY, New York, has appointed Russell Birdwell & Associates, Beverly Hills, Cal., public relations firm as its west coast representative. Firm is headquartered at 200 S. Beverly Drive, that city.

JACK WHITE, Lord & Thomas, Hollywood producer of the NBC *Bob Hope Show*, sponsored by Pepsodent Co., and Virginia Clopton, of West Point, Va., were married Nov. 23 in Washington.

GILBERT RALSTON, formerly of NBC electrical transcription department, has joined the radio department of Compton Adv., New York, as a program manager.

ALEX RUBIN, formerly promotion manager of KFWB, Hollywood, has joined Milton Weinberg Adv. Co., Los Angeles.

RICHARD STANTON, former vice-president of Charles W. Hoyt & Co., New York, and previously with Lord & Thomas and N. W. Ayer & Son, New York, has joined Sherman K. Ellis & Co., New York, in an executive capacity.

ROBERT TEMPLE, formerly sales manager of the Cosray Products Division of Los Angeles Soap Co., has joined Raymond R. Morgan Co., Hollywood, as account executive.

HERBERT E. STATS, formerly manager of the Lowry and Commodore Hotels, St. Paul, has been named vice-president of Greve Adv. Agency, St. Paul.

UNITED BROADCASTING Co., Chicago agency, has moved to larger quarters at 201 N. Wells St.

LISLE SHELDON ADV., Los Angeles, has moved to new offices at 4310 Beverly Blvd., that city.

ROBERT L. NOURSE Co., Los Angeles, has moved to new offices at 844 Wall St., that city.

"So help me, it's twins! You can play both vertical and lateral recordings with Western Electric's 9A 2-in-1 pickup!"

LOOKING FOR A
PARTICIPATION PROGRAM IN BALTIMORE?
Here are four "ACES":

EARLY MORNING:

"MORNING IN MARYLAND"
Conducted by RALPH POWERS —6:30 to 9 A. M. Full of pep and personalities — commercials delivered with real "oomph." Class D rates apply. On non-cancellable contracts as low as $5 per 75 word spot.

DAYTIME:

"EVERYWOMAN'S HOUR"
Conducted by Martha Ross Temple —spotlighting "beauty, food and family." Three 15 minute morning broadcasts. Rates as low as $12.50 per participation—subject to frequency discount. 30 minute afternoon "Studio Party" permitting display of products—$25 per participation.

EVENING:

"DINNER RHYTHMS"
Conducted by George Van Dorn and his 14-piece NBC network orchestra. (The only Baltimore orchestra performing regularly on network.) At the peak listening period of 6:30 to 7 P. M. 50 word participation $25; 6 times weekly $100.

"THE NIGHT WATCHMAN"
Saturday night only. 11:30 P. M. to 1 A. M. Class D rates prevail for announcements or spot programs.

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

WHEN McMurtry Mfg. Co., Denver (paints), for the fifth consecutive year renewed Nov. 8 its weekly half-hour *Golden Melodies* on KOA, the event was celebrated with a special birthday party. Among those attending were (l to r) John G. McMurtry, executive of the firm; Robert H. Owen, KOA assistant manager; Lloyd E. Yoder, KOA general manager; W. R. McFarland, president, McMurtry Mfg. Co., and A. W. Crapsey, KOA sales manager. "The salesmen 'on the firing line' have brought back enthusiastic approval from dealers each time the program has been renewed," Mr. McFarland said. "Dealers throughout the Rocky Mountain region trace direct sales to this weekly broadcast. This approval is all the more meaningful when the product is an infrequent repeater such as paints." The sponsor stresses "fine music", using old-time popular melodies with music which is tuneful and melodious.

Reps

PETERSEN KURTZER, with Blackett-Sample-Hummert in Chicago and New York during 1930-38 and more recently of H. W. Kastor & Sons Adv. Co., has joined the Chicago staff of International Radio Sales, according to Ralph Weil, manager of the IRS Chicago office.

KENT GODFREY has been named national sales manager of Forjoe & Co., New York station representative firm.

VOLNEY F. RIGHTER, formerly of the contact department of Young & Rubicam and the sales staff of WOR, Newark, on Nov. 20 joined the sales staff of Edward Petry & Co., New York.

WTMA, Charleston, S. C., has appointed George P. Hollingbery Co. its national representatives, effective immediately.

CONQUEST ALLIANCE Co., New York, announces its appointment as representative in the United States, Canada and British Isles for OAX1A, Chicalayo, Peru, and CB140, San Antonio, Chile. Conquest now represents 35 South American stations.

CARLETON COVENY, Los Angeles manager of John Blair & Co., is the father of an 8-pound boy born Nov. 13.

SQUARE dancing is taught each week at WLS, Chicago, when 16 staff members hold Friday night dances in the WLS recreation rooms. Guy Colby, caller of the *WLS National Barn Dance*, is in charge.

Prolific Newsman

WALTER COMPTON, MBS presidential announcer and newscaster of WOL, Washington, claims the commercial newscaster championship of the world with his 35 sponsored newscasts per week. Broadcasting six times daily —from 7:30 a.m. to 6:30 p.m. —Compton's sponsors range from an optical company to a fish dealers association.

WKZO Awarded 1 kw., Ending Long Litigation

COINCIDENT with authorization to WOW, Omaha, to operate with 5,000 watts full time on the 590 kc. channel, the FCC Nov. 20 granted WKZO, Kalamazoo, a construction permit to increase its night power from 250 to 1,000 watts on the same channel, terminating a half-dozen years of litigation involving the stations.

Under the decisions, WKZO, heretofore a part-time station, will use a directional antenna system for night-time operation, to protect other stations. WOW was granted a modification of license to operate full-time with 5,000 watts as a Class III-A regional, pursuant to the FCC's new classification rules.

WKZO was granted modification of its construction permit to make changes in its directional antenna system to accommodate the full-time power increase. It hopes to begin operation with its new equipment within three months, according to John E. Fetzer, president and general manager.

Third Boxing Contest Is Arranged by WHO

THIRD annual WHO Golden Gloves amateur boxing tournament is to be held in the Des Moines Coliseum Jan. 24-26 and Feb. 12, according to announcement by Bill Brown, sports editor of WHO, Des Moines, the only radio station sanctioned by the *Chicago Tribune* and Amateur Athletic Union to conduct a Golden Gloves contest. Benny Leonard, retired lightweight champion, is to be in Des Moines for seven weeks to assist in preparations for the bouts and train the WHO team for Chicago competition.

Emphasis this year will be placed on team entries, and sectional tournaments are being held throughout Iowa. A change in entrance requirements for the WHO tournament makes it necessary for an entrant to compete in his sectional contest before filing for entry in the Des Moines bouts, although defeat in a sectional match does not disqualify boxers for the WHO contest. Preliminaries will be held Jan. 24-26, and the finals on Feb. 12, after a two-week interval to allow additional training periods for finalists.

Norge Starts Drive

NORGE DIVISION, Borg-Warner Corp., Detroit, on Nov. 19 started a 26-week campaign for Norge refrigerators on WMCA, New York, using six times weekly participations on *World's Fairest Music* program and 15 quarter-hour news periods weekly. Sternfield-Godley, New York, is agency.

Cooperation

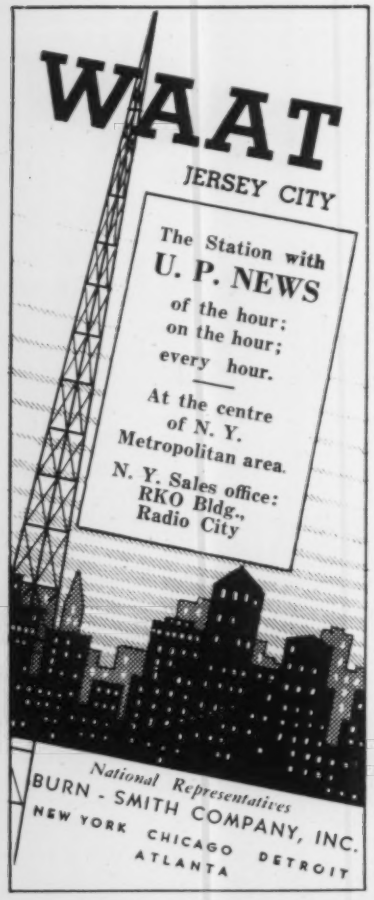
WHEN the Michigan State College football team went to the West Coast to play Santa Clara U early in November, WJIM, Lansing, Mich., arranged with KSFO, San Francisco, for KSFO Announcers Doug Mantell and Jack Gregnon to interview Coach Charley Bachman and his gridders via transcription. The recording was flown immediately to Lansing, and the interview put on the air 15 minutes before Michigan Radio Network broadcast the actual game the following day.

WSIX
"The Voice of Nashville" Tennessee
Offers full coverage of the highly prosperous Nashville area. Listener survey data on request.
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

WRNX
5000 WATTS DAYS
Coming events cast their shadows.
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

• Another WFBL Help to Advertisers •
16-page Grocer's Manual showing Food Products Advertised in Syracuse
First in food advertising in Syracuse—WFBL constantly reminds the leading grocery stores of the products it is advertising on the air with a special mailing piece sent to them every month.
Now—WFBL has just published a beautifully illustrated 16 page brochure called "45 Hours—45 Minutes" that explains in detail how 56 grocery products are merchandised over WFBL. Every product is included together with photographs of announcers and candid shots of all the radio stars participating.
This outstanding piece of merchandising service has been enthusiastically received by advertisers—and, even more important, by their wholesalers and retailers. It has enlisted their support behind the products advertised. Another typical example of the effective merchandising service rendered by WFBL.
WRITE today for your copy of "45 Hours—45 Minutes". Also ask about rates and time available.
ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.



Equipment

STROMBERG-CARLSON Telephone Mfg. Co., Rochester, operator of WHAM, placed its WSXVB frequency modulation station in operation last month in time for the Rochester meeting of the I.R.E. and R.M.A. and is now conducting field surveys. Transmitter is a Radio Engineering Laboratories Model 519 and operates with 1 kw. on 43.2 mc.

KFPW, Fort Smith, Ark., has purchased an RCA 250-K 250 watt broadcast transmitter. Same equipment has also been ordered for the new WHKY, Hickory, N. C., and KSOO, Sault Ste. Marie, Mich.

KVFD, newly-authorized 1370 kc, 250-watt station at Fort Dodge, Iowa, has ordered an Andrew Type 50 antenna coupling unit, together with coaxial cable, a new RCA transmitter and 300-foot Wincharger tower.

CHNC, New Carlisle, Que., has installed a new 404-foot vertical radiator and has built a new transmitter house at a total cost of about $20,000.

CKGB, Timmins, Ont., began operation of its new 1 kw. RCA transmitter on Nov. 15.

WARD, Brooklyn, on Nov. 18 formally dedicated its new $10,000 Western Electric transmitter operating on 500 watts at Greenpoint, Brooklyn. Erected under the direction of Abraham Haas, chief engineer of WARD, the new transmitter consists of a modern 196-foot tower with underground transmission lines.

WRAL, Raleigh, N. C., is erecting a new Type 150 Wincharger vertical radiator, manufactured by Wincharger Corp., Sioux City, Ia.

EIGHTEEN years of radio progress show in these two photographs of George W. Hayes, general manager of RCA Victor Argentina, South American RCA Mfg. Co. subsidiary. In inset is Mr. Hayes at controls of the first RCA broadcast transmitter as he gave it final tests prior to the broadcast of the Dempsey-Carpentier fight in July, 1921. At left he examines the latest type of RCA television transmitter during a recent visit to Camden headquarters.

A COLLINS transmitter and Lehigh tower have been ordered for the new KTOH, Lihue, Hawaii, authorized in October 1938 for construction by the *Garden Island Republican*, and construction awaits FCC approval of site. C. J. Fern, publisher of the newspaper, will be manager, with William Parsons of San Francisco and Raymond Sasaki of Lihue, operators, the only staff members yet engaged.

RCA equipment has been ordered for the new WFIG, Sumter, S. C., according to J. Samuel Brody, who will be licensee. Staff has not yet been selected, but Mr. Brody states he expects to have the station in operation about March 1, 1940.

W2XQR, New York, new frequency modulated station operated by John V. L. Hogan, president of WQXR, New York, began operating on a regular schedule Nov. 26, rebroadcasting WQXR's programs from 4 to 10 p. m. daily. Station operates on 43.2 megacycles under the Armstrong system of frequency modulation. Some of WQXR's programs are also rebroadcast on Maj. Armstrong's own FM station, W2XMN, Alpine, N. J.

FIFTH annual convention of the American Communications Assn., CIO union with jurisdiction over radio, will be held in Chicago, April 8, 1940, according to Mervyn Rathborne, ACA president.

AGENCY Appointments

LEVER BROS. Co., Cambridge, Mass. to Wm. Esty & Co., New York, for Lifebuoy soap. Ruthrauff & Ryan, New York, will continue to handle the Rinso and Spry accounts for the company.

SPARKLETTS DRINKING WATER Corp., Los Angeles (bottled water), to Ruthrauff & Ryan, Hollywood.

A. S. BECK SHOE Corp., New York (chain shoe stores), to Pettingell & Fenton, N. Y., effective Dec. 1.

R. B. DAVIS Co., Hoboken, N. J. (Davis Baking Powder), to Sherman K. Ellis & Co., N. Y.

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Calox tooth powder), to Sherman K. Ellis & Co., N. Y.

AMMON LABORATORIES, St. Paul (mouth wash), to Harold S. Chamberlin & Associates, St. Paul. Test campaign, using radio and other media, planned for Twin Cities in near future.

JACOB RUPPERT BREWERY, New York (Ruppert's beer and ale), to Ruthrauff & Ryan, New York, for Atlantic Coast and Gulf States and to Cook & Harms, San Francisco, for Pacific Coast. Using news periods on WMBG, Richmond, and weekly spots on WDBJ, Roanoke.

ANDREW JERGENS Co., Cincinnati, to Lennen & Mitchell, New York, for new line of Jergens cosmetics and beauty preparations, as yet un-named.

STEWART & ROSS Corp., Long Island City, N. Y., to H. B. LeQuatte, New York, for Corvet Vitamin Capsules. Radio probably will be used next spring.

H. GOODMAN & SONS, Jersey City (hair curlers), to Reiss Adv., New York. Spring advertising may include radio.

FRANK H. FLEER Corp., Philadelphia (gum), to Blackett-Sample-Hummert Inc., N. Y.

KLEIN SOUP Co., Los Angeles (Klein's soups), to Lawrence Co., Los Angeles.

LEWIS RECORDING STUDIOS, San Francisco, to Will Russell & Co., that city.

HILLS BROTHERS Co., New York (Dromedary food products), to Sherman K. Ellis & Co., New York. No advertising plans made as yet.

RUTHERFORD FOOD Corp., Kansas City, to Ferry-Hanley Co., Kansas City. Radio will be used.

Net Held Interstate

A RULING that networks are engaged in interstate commerce and therefore can be sued in States in which they have affiliates was handed down Nov. 18 by the Supreme Court of Washington State at Olympia. In a case involving CBS, the court denied a writ of prohibition by which the network sought release from a King County Superior Court ruling on the question of jurisdiction. The case grew out of a suit filed by the Waldo Hospital Assn. for damages for an allegedly defamatory broadcast originating at KMOX, St. Louis, and broadcast at Seattle over the CBS outlet KIRO.

BLAW-KNOX 200-foot radiators have been ordered for the new WMLG, Saginaw, Mich., and KSOO, Sault Ste. Marie, Mich., local outlets recently authorized for construction by the FCC.

Officials of Cincinnati Retail Grocers Assn. compete on WSAI's "Merchants Quizz Bizz"

To make Radio—and WSAI—as personal to Retailers as their own voices, and to cause them to *experience* the selling impact of WSAI's sponsored shows, "Cincinnati's Own Station" instituted "Merchants Quizz Bizz."

This program of fact, fun, and fancy is aired every Tuesday, 9:30 to 10:00 P. M. Every week a different sponsor's program and product are emphasized to the all-dealer contestants. And to the million consumers in WSAI territory . . . Then, during the next day, next week, next month, since some of the conversation which their show stimulated is directed toward themselves, 12 more Retailers learn how people listen—And Buy. Because of WSAI.

By thus convincing dealers, by thus enthusing them, WSAI has built for its programs "dealer backing."

THE NEW **WSAI** - Cincinnati's Own Station

Represented by International Radio Sales • New York • Chicago • San Francisco • Los Angeles

WJW

HAVE YOU
TAPPED THIS MARKET?

$198,539,000
retail sales in 1938
within
WJW's **PRIMARY** AREA!

Blanket coverage
at local station rates

HEADLEY-REED Co.
Representatives

WFBG

ALTOONA PENN.

providing the ONLY full coverage of the Altoona trading area

Now

NBC-RED

and

FULL TIME OPERATION

AFRA, WMCA Sign Contract for Two Years

A TWO-YEAR contract covering announcers, actors and singers employed at WMCA, New York, has been signed between the station management and the American Federation of Radio Artists, following lengthy negotiations which at several points appeared on the verge of being abruptly concluded by a strike or lock-out. In addition to the usual clauses calling for an AFRA shop, a 40-hour, five-day week, vacations with pay, this contract stipulates a base pay of $45 for announcers, with a $5 increase, plus the provision that announcers are to be paid extra for all commercials. Contract, which runs until Nov. 15, 1941, was signed by Donald Flamm, president of WMCA, and George Heller, associate executive secretary of AFRA.

Another long series of negotiations has been concluded between AFRA and KSD, St. Louis, with the signing of a standard AFRA contract between George Burbach, manager of the station, and Emily Holt, executive secretary of AFRA, in St. Louis. Contract includes a special clause stipulating that AFRA does not represent writers employed by KSD.

WPEN and ACA Renew Labor Contract for Year

ONE-YEAR contract renewal between WPEN, Philadelphia, and its employes who are members of American Communications Assn., affiliated with CIO, was signed Nov. 20, under which all employes were retained, with a general increase going to all departments. Under the agreement increases are to be given every six months until stipulated maximums are reached.

A statement issued jointly by Arthur Simon, WPEN manager, and Saul Waldbaum, attorney for the union, declared, "Although relations between the ACA and WPEN have been strained and unpleasant during a considerable period, after but two afternoons of discussion and negotiation both parties have succeeded in ironing out all misunderstandings and difficulties. We have reached a most amiable and mutually satisfactory agreement."

WTAM, Cleveland, is the first NBC affiliate to install the new RCA-NBC Orthacoustic system of transcriptions in its studios under the direction of S. E. Leonard, chief engineer.

A MIGHTY MIDGET
Is KSFO's New Pack Outfit For Remotes

KSFO Engineer and Assembly

CLIMAXING a year's research for the KSFO engineering department on a unified high-frequency relay broadcast transmission assembly for KSFO, San Francisco, Chief Engineer Royal V. Howard prepares the "mighty midget" for an airing.

The transmission assembly, designed for maximum utility with minimum weight, is made of three units. The pack-back transmitter and cue receiver has a power output of 2 watts, and operates on 33,380 kilocycles. Total weight of the transmitter unit is only 27 pounds. Operation is entirely automatic.

The second unit is the specially designed all-wave battery operated receiver which only weighs 14 pounds.

The third unit, sitting on top of the receiver in the picture, is the direct reading frequency monitor, designed to meet the requirements of FCC Rule 981. This unit has provision for three frequencies, is battery operated and has an accuracy much greater than the allowed FCC tolerance. The completed frequency measuring unit weighs 16 pounds, according to Engineer Howard.

New Oregon Outlet

THE NEW KBKR, Baker, Ore., authorized for construction in June, 1938, will start operating Dec. 3, according to Louis P. Thornton, licensee, who announced that Ellwood W. Lippincott has been appointed manager, Fred Pelger, sales manager, and Robert B. Sutton, chief engineer. The station will operate with 100 watts night and 250 day on 1500 kc. It will employ a composite transmitter and a 164-foot tower.

Inspired Plug

FIN HOLLINGER, production chief of CJLS, Yarmouth, N. S., takes a regular turn on one of the station's newscasts, a nightly session for a local furniture concern. Preceding it on the schedule is a studio game in which listeners contact the announcer by ringing a special studio telephone. One night recently the phone switch accidentally was left connected. On came the newscast. In the middle of the commercial the telephone rang. Hollinger's first gasp of amazement gave way to the inspired plug, "Yes, Simpson's furniture values ring the bell every time"!

Would Replace Deleted KWTN

WITH the deletion of KWTN, Watertown, S. D., which formerly operated with 100 watts on 1210 kc., the FCC on Nov. 17 received an application from Midland National Life Insurance Co., of Watertown, asking for a new 250 watter on the same frequency. KWTN was eliminated for violations of regulations, the court upholding the Commission's order of May 27 [BROADCASTING, Nov. 1].

BOB ELSON, sportscaster of WGN, Chicago, who recently aired the World Series on MBS, claims a record for his sportscasts of Nov. 30. That afternoon he broadcast the Tennessee-Kentucky football game in Louisville and the same night aired the Chicago Black Hawks-New York Rangers hockey match from Chicago's Stadium.

Cummer on Blue

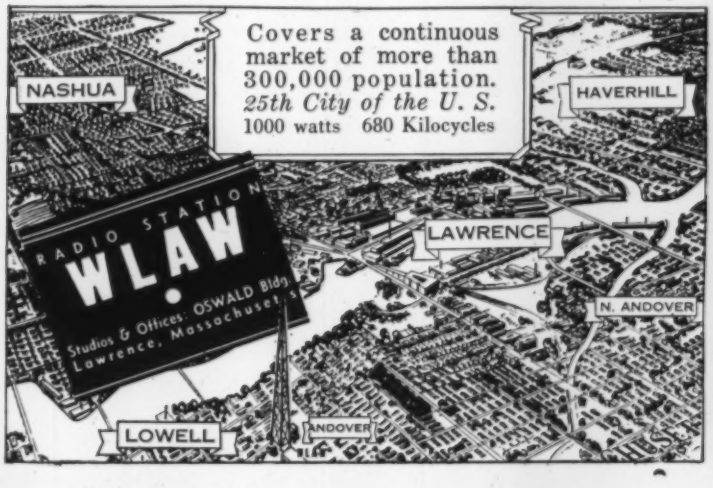
CUMMER PRODUCTS Co., Bedford, O., on Jan. 26 will start a new audience participation program titled *What Would You Have Done?* for Energine on 41 NBC-Blue stations, Friday, 9:30-10 p.m. The program, written by Edith Meiser, dramatizes four perplexing situations, sent in by listeners for cash prizes, after which three members of the studio audience are asked to compete for prizes by offering the best solutions. The program *Paul Wing's Spelling Bee*, sponsored by the company for the past year on NBC-Red, will not be renewed Jan. 14 when the contract ends because of financial disagreements, it is said. Stack-Goble Adv. Agency, Chicago, is agency.

PICK A PULLER!

Only pullers pay! You know that. But did you know that WAIR is unquestionably one of the most powerful pullers in the entire radio field? It's a fact!

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer



HIGHLIGHTS
on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

Purely PROGRAMS

WHAT modern Canadian youth, the boys and girls in their last year at high school, think about under present war-time conditions, will be the subject of a series of discussions by the boys and girls themselves over a nationwide network of Canadian Broadcasting Corp., starting Dec. 2. Talks in the series will be quite extemporaneous, without script, but the producers have found by experience that the young people cannot start "cold". A half-hour of argument before broadcast time is necessary to get the boys and girls warmed up.

* * *

Sports Stumpers

LISTENERS and sports fans try to stump the experts on the weekly *Sportswriters Quiz*, heard on WAAB, Boston, and the Colonial Network. Boston sports scribes, including Victor Jones, of the *Globe*; Arthur Sampson, of the *Herald*, and Arthur Siegel, of the *Traveler*, are regular members of the quiz board, with an outstanding sports figure as guest member each week. George Carens, *Boston Transcript* sports columnist, is m.c. of the program, feeding sports queries to the board.

$ $ $

PAYROLL?
TAKE WORCESTER!

Worcester, the center of a market twice as big as Rhode Island, has a payroll index of 99.0%, based on 1928 figures taken as 100%.

WTAG
WORCESTER, MASS.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

Plane News

EACH morning and evening KFAR, Fairbanks, Alaska, broadcasts the latest schedules of airplane departures and arrivals for various points throughout the territory on the new *Airplane Movements*, under participating sponsorship of the airplane companies serving Alaska. With Fairbanks classed as the aviation center of Alaska — more planes per capita, one plane for 300 persons, than any other city in the United States or territories — the program is a unique public service feature, and many mining communities, trappers and prospectors within a radius of 300 to 400 miles depend entirely upon aviation for transportation and supplies.

* * *

Prompt Prizes

WHISTLING tea kettles and 4-in-1 cookers are given listeners submitting home economics questions used on the twice-weekly quarter-hour *Homemakers' Quiz*, sponsored by Michigan Consolidated Gas Co. on WWJ, Detroit. Senders of questions are surprised by delivery of their prizes only a few seconds after the close of the program—gas company salesmen, notified of winners in advance, wait near each residence until the program is completed and then immediately make delivery.

* * *

Wage-Earners Dilemma

NEW educational series, *The Pay Envelope*, produced in cooperation with the U. S. Department of Labor, is to start Dec. 4 on MBS. The program dramatizes the problems of a modern American wage-earner family in living within its pay envelope income. All facts and figures used in the program are checked by the Bureau of Labor Statistics. The series, to be heard Mondays, 11-11:15 a.m., will originate in Washington on WOL.

From Service Clubs

REMOTED from the Book Cadillac Hotel by WMBC, Detroit, the Ludington News Co., local distributors of Canada Dry beverage products, is sponsoring a daily half-hour on which are presented whatever special events may arise as well as the regular weekly programs of various service clubs. In addition to the regular programs of the Detroit Economic Club on Mondays, Exchange Club on Tuesdays, Optimist Club on Wednesdays, and the Detroit Variety Club, such special events as Navy Day and speeches by prominent visitors are carried on the program. Hoyt Evans Morris, Detroit, is the agency.

* * *

Mike and Ice

TO QUESTION skaters at the new Fairgrounds Coliseum ice rink, Dick Noble, sports commentator of WIBC, Indianapolis, dons ice skates each Sunday afternoon to conduct the new *Man on Ice* program heard on that station. Responding to growing interest in ice hockey in the community, Noble mingles with the skaters posing questions about hockey rules, with a pair of ducats for the next hockey game awarded each skater answering the questions correctly. The feature is sponsored by Johnson Chevrolet Co.

* * *

Hotel Interviews

CONTRASTED to the twice-weekly *Miss Nicollet* program on WDGY, Minneapolis, during which Marian Jung, Nicollet Hotel publicity director, interviews celebrities from the hotel's Minnesota Terrace, Greg Donovan has started *Lobbying in the Nicollet*, heard on WDGY Tuesdays and Fridays, on which he carries on intimate chats with people chosen at random in the Nicollet lobby—most of whom turn out to be "average man" types rather than celebrities.

News in Schools

WRAL, Raleigh, N. C., carries regular five-minute newscasts each hour on the hour of its broadcast day. Adapting the newscasts to a unique educational purpose, Raleigh schools have been tuning in the programs for classroom reception. After each newscast pupils pick out the localities, on maps or globes, where the news event originated.

From the File

NEW 11-midnight daily show, *The Sun Dodgers*, on WFAA, Dallas, features popular and classical selections from the four services subscribed to by the station—NBC Thesaurus, Lang-Worth, AMP and Davis & Schwegler. With Dan Riss as m.c., listeners are invited to submit requests by telegram, telephone, letter or card, and if the record requested is in the station's file, the listener hears it sooner or later.

* * *

From the Locker Room

UNIQUE sportscast is the one recently started on WJJD, Chicago, which broadcasts professional football games each Sunday afternoon. Just before the players take the field, WJJD picks up the coach's final instructions from the locker rooms.

* * *

Spanish Lessons

SATURDAY morning series designed to teach Spanish to radio listeners has started on WCBD, Chicago. On the first program a booklet of Spanish grammar was offered and 54 Chicago listeners wrote for it together with 11 out-of-state listeners, according to Dick Kross, program director of WCBD.

* * *

For the Handicapped

COLLECTING and distributing to needy persons such items as wheel chairs, crutches and braces is the purpose of the five-minute *Human Needs Clinic*, heard five days weekly on KGKO, Fort Worth. Names of persons making donations are not identified.

* * *

Smiths Coralled

WHEN the movie, "Mr. Smith Goes to Washington", played in Raleigh, N. C., all the Smiths of the ctiy were invited to the WRAL studios for a *Smith Quiz* program. Each Mr. Smith participating was given a pass to the picture.

words of WISdom

WISDOM IS THE PRINCIPAL THING; therefore get wisdom.
-proverbs 4,7

The "principal thing" in South Carolina, so far as radio advertising is concerned, is WIS. Add the advertising value of the most favorable frequency in the state (560 kilocycles), the most favorable programming (NBC Red *and* Blue), the most inclusive coverage (WIS serves more of the state than all other stations combined) and you'll see the wisdom of specifying WIS for southern sales.

FREE and PETERS
Representatives

WIS
Columbia, South Carolina
5000 Watts Day • 1000 Watts Night

Men of WISdom use WIS for Southern Sales

SPORTS

CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

CJOR
Vancouver, B. C.
National Representatives:
Joseph Hershey McGillvra

Sunday Variety

UNREHEARSED and with commercials ad libbed throughout, the *Edna Mae Variety Hour*, sponsored on WMRO, Aurora, Ill., by the manufacturers of Edna Mae Potato Chips, provides a full hour of Sunday afternoon music and variety entertainment. Originated in a suburban night club, the program starts with 15 minutes of dance music, continues with 30 minutes of variety, and concludes with a quarter-hour of music, after which the audience is invited to continue dancing for several hours to the band's music. Russ Salter, of WMRO, is producer and m.c. of the program, heard Sundays, 3:30-4:30 p.m.

* * *

Missoula Santa

SANTA CLAUS will be on the air daily from Thanksgiving until Christmas in a quarter-hour program of KGVO, Missoula, Mont., with news from his headquarters and reading mail written to him. Opening each program, an operator calls St. Nick at the North Pole, and the ensuing broadcast is by imaginary telephone. Popinjay, Santa's chief of staff, appears on the program, using a voice created by running a 33 rpm transcription at 78 rpm, with Santa translating the jabber. Sponsor Missoula Mercantile Co. also has Santa in person at the store each day.

* * *

Music Scholarships

SCHOLARSHIPS in Indianapolis talent schools are offered the three juvenile winners of the *Kiddie Karnival* talent competition on WIBC, Indianapolis, starting Dec. 2 and running through May 25. Cooperating with WIBC in the Saturday morning half-hour are the Indiana School of Music, which offers one winner a free course in any musical instrument, Joe Broderick Studios, dancing instruction, and Edith Jane Fish, voice training. Dick Noble will conduct the show, with Allene Stidham handling musical direction.

* * *

Books for the Kiddies

FAVORITE childhood books of famous Americans are dramatized in a new series, *Yesterday's Children*, broadcast Friday evenings on NBC-Blue. Idea was conceived by Dorothy Gordon, NBC advisory consultant on children's programs. Gordon Nugent, of NBC's script division, is making the adaptations.

* * *

Wolverine Roundup

NEWS of Detroit and Michigan is furnished former residents on the new *Letter From Home* feature of WJR, Detroit. The program, conducted by Duncan Moore, is spotted at midnight Sundays so the WJR signal can reach a greater number of former Wolverines all over the country.

AS CAPTAIN of the Arctic Ice Co. team, winner among teams representing 30 Louisville business and industrial firms in the *Batter-Up* quiz series on WHAS, Louisville, Jake Schmidt receives the winner's trophy from George Walsh, WHAS sportscaster. The program, a sustaining feature heard during the last seven months, pitted team against team in eliminations, with competition revolving around sports questions posed by Walsh. Scores were counted in baseball fashion, with base hits given for correct answers and runs resulting from a series of base hits. Each team's "pitcher" selected the questions for the opposing team. Such interest was shown in the program that Jeweler Mitchell T. Roth donated eight Gruen watches and a trophy to members of the winning team.

* * *

Sinkers Free

PUTTING new life into the man-on-street program sponsored by the local Toelliner Bakery on KWOC, Poplar Bluff, Mo., the *Bamby Reporter* hands out fresh hot doughnuts and other of the sponsor's baked goodies to interviewees from the Bamby Reporter Truck parked on a downtown street. Answerer of the "main question" wins a large layer cake, as does listener supplying the question, and interviewees are given a sales letter good for a loaf of bread at their grocer's.

* * *

Alimentary Tips

DEFINING food and fodder, *Eat-Itorially Speaking*, sponsored by the local restaurant association on WIBC, Indianapolis, thrice-weekly presents Dick Stone, well-known food authority, in quarter-hour advices on how, what, why and where to eat.

Strictly Hot

FREE membership in the Hot Coffee Club is offered listeners to the early morning *Hot Coffee* request program on WCKY, Cincinnati. Membership cards, mailed to joiners, carry the crest of the club—a steaming coffee pot—and signature of Chief Dunker Joe Graham, who conducts the feature, with by-laws of the organization on the reverse side forbidding dunking above elbows or with both fists, and drinking lukewarm coffee.

* * *

Teller of Tales

STRAIGHT narrative program, with Ronald Dawson playing an old man chock full of adventure stories as well as other characters in the tales, is *The Yarnspinner* heard weekly on WFVA, Fredericksburg, Va. As a mail-pulling feature of the program, a local store offers a bedspread to the listener sending in his name and address and whose card bears the earliest postmark.

* * *

Of Virginia's Art

DRAMATIC sketches based on the lives of Virginia artists are heard as a Sunday feature on WRTD, Richmond. Scripts are prepared by the Virginia Writers Project, under supervision of Eudora Ramsey Richardson, with the Richmond Theatre Guild furnishing talent and Janet Billet, Guild radio chairman, in charge of production, assisted by Ken Allyn, of WRTD.

* * *

For Metropolitanites

LITTLE things city dwellers want to know and never find out for themselves are the subject matter of *What Can I Do?*, a Saturday morning series on WBBM, Chicago. A recent program was titled "A Garden in Your Home", told city folk the best plants and flowers for apartment decorations. The series is aired under auspices of the Chicago Park District.

Hollywood's Past

A WEEKLY half-hour program, *Little Ol' Hollywood*, has been inaugurated on the NBC-Pacific Blue network, with Ben Alexander commentator, conducting the series. Programs recreate the history of Hollywood in interviews with famous personalities who helped make Vine Street world famous. They contrast the past with the present. A comedy serial, *Two Happy People*, written by Robert L. Redd, fills the dramatic spot on the show. Gordon Jenkins' orchestra, with Kay St. Germain, vocalist, round out the program.

* * *

Voice of the Law

EMINENT jurists discuss legal matters in layman's language during the weekly quarter-hour program, *Laws & Lawyers*, presented under the auspices of the Hollywood Bar Assn., on KHJ, Los Angeles.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER

CALIFORNIA

PAUL H. RAYMER COMPANY

NEW YORK

CHICAGO SAN FRANCISCO

We "Can"
What We Can't

St. Louis KWK listeners hear every major network cultural, educational and religious feature available to us.

Toscanini, America's Town Meeting, Music Appreciation Hour, Radio City Music Hall, National Vespers and Great Plays are a few of the standout "service" programs on KWK's current schedule. Yes, we have to "can" and play back some of them, but St. Louisans get to hear them.

Incidentally, St. Louis KWK now* carries 48.3% of all local and national spot advertising on the three St. Louis network stations.

***A typical week in November.**

Pd. Adv.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

17th Anniversary

WDRC is now celebrating its 17th anniversary as Connecticut's Pioneer Broadcaster, and its 9th anniversary as the Columbia Basic Station for the rich Hartford market.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

First half: Signals on; signals off. It matters not what the signal be! For every play—whether it be in ITALIAN-JEWISH-POLISH, or all three—is a "Sales Play!" The sales *increase* in your second half report will convince you of that!

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

Paramount on MBS

PARAMOUNT PICTURES, New York, on Nov. 25 sponsored a special premiere broadcast of the new picture "Geronimo" from Phoenix, Ariz., on 65 MBS stations. Stars of the picture, to be released for the Christmas holidays, and Gov. Robert Jones of Arizona participated in the broadcast, heard 10:30-10:45 p.m. Buchanan & Co., New York, handles the account.

ROY S. FROTHINGHAM, San Francisco research specialist, has acquired the research business known as Facts Consolidated, established in 1933 by the late Anne Elizabeth Nowell. Facts Consolidated publishes monthly reports on radio program preferences as revealed by personal interviews with families in major Pacific Coast cities.

THE MOST POWERFUL DAYLIGHT STATION IN PUERTO RICO
WNEL covers all U. S. territory in the West Indies.
WNEL
San Juan
PUERTO RICO

Copyright Clearance by Networks

(Continued on Page 20)

were limited to the one originating station. They wouldn't be chain programs.

As we understand the evidence the situation is this: The originating station broadcasts a program; at the same time and as a part of the same performance the telephone wire picks up and carries the same performance and delivers it to the affiliated stations, where as a part of the original performance it is sent out simultaneously with the program of the originating station. It is all one performance.

The telephone wire is leased for the performance to the originating station. The telephone company must keep its wire and many complicated and intricate pieces of machinery electrically charged and its staff of operators in attendance. *But for the purpose of the broadcast the wire is the property of the originating station. The receiving station is in exactly the same position as the telephone wire. It has been leased to the network company for the program; like the wire, it is tuned up and ready for action.* That is, it is charged with electricity, kept in working order by the station's staff of employes. But for the program and period of time contracted for it is the property of the network. The rebroadcast, if it may properly be called a rebroadcast, is the rebroadcast of the network company. As a matter of fact, it is not a rebroadcast, *it is a broadcast* as much so as the broadcast of the originating station.

Every Saturday we listen to the broadcasts of football games. The announcer, employed by the station putting on the broadcast, is talking to those in the booth with him; he also is talking into a microphone; one wire may lead to the loudspeaker telling those in the stadium the facts of the game; one wire leads to the sponsoring station and another wire leads to the affiliated station or stations, whether there be one or 20. Usually the sponsoring station is in the same vicinity as the game, but not always. The broadcasts of the Stanford games, we understand, are generally sponsored by a San Francisco station 30 miles away. It picks up the announcer's utterances by leased wire, and the sponsoring station may have sold the game also to a Palo Alto station. *But for the broadcast the announcements of the Palo Alto station are the announcements of the San Francisco station, the San Francisco station has leased the Palo Alto station for the period of the game,* fully manned and steamed up, so to speak.

Merely a Lease

Can we say the announcer is giving four or 20 separate broadcasts? Hardly. It is all one performance, as much so as though the announcer were speaking into 20 megaphones at the same time. As a matter of fact, that is what he is doing, talking over several megaphones. Suppose we forget radio for the moment, and limit the announcement merely to the public address system at the stadium where there are a number of loudspeakers located in various parts of the grounds. Now suppose, also, that each separate megaphone is owned by a different party. Does that fact make each a separate performance? The question answers itself.

In a network program each station, affiliated and the sponsoring station, are each loudspeakers. All have been leased for the period of the game to the Associated Gasoline Co. or some other sponsor. It is all one broadcast, and belongs to the network. *By no stretch of the imagination can it be considered to be the broadcast of the telephone company.*

We have been speaking of situations where the sponsor of the network program is the same for all the stations, the originating station and the affiliated stations. It matters not whether it be the American Tobacco Co. or the National Broadcasting Co. *In such cases the operator of the affiliated station had no more to do with the program than does the telephone company.* He is not in the same position as the hotel operator in the *Buck* v. *LaSalle* case (283 U. S. 191), where Justice Brandeis, at the bottom of page 198, said, in referring to the hotel operator:

> Similarly, when he tunes in on a broadcasting station, for his own commercial purposes, he necessarily assumes the risk, etc. * * * But the local station doesn't tune in on the network program. It has been leased, for the purpose of the broadcast, to the originating station. In referring to the "tuning in," the opinion says: "For his own commercial purposes." But the network program is not the affiliated station's "commercial purposes", any more than it is the "commercial purposes" of the telephone company. The operator of the local station has merely leased his station equipment and operating staff,

DURING the recent "Apple Week", KFPY, Spokane, cooperated with the Washington State Apple Commission in a publicity campaign climaxed with a half-hour broadcast dramatizing the story of the apple, carried by KIRO, Seattle, as well as by KFPY. The apple program was part of the KFPY series, *Wealth Producers of the Inland Empire,* boosting Washington industries. Before the program went on the air KFPY staff announcers invaded a nearby Washington orchard and gathered a box of apples and a lot of atmosphere—(to r) Bob Hurd, Joan Schafer and Ed Butherus.

DON'T ASK US WHAT

BACKWOODS

FOLKS ARE LIKE—
WE DON'T
KNOW!

Our folks down here came out of the backwoods long ago. They keep up with what's new in the papers, on the screen and on the AIR!

They are the folks who, through their sales reaction, provide the reason why KARK is carrying more hours of network commercial and non-network commercial programs than any other station in the state. There are more listeners in the state under the influence of KARK's broadcasts than any other station in Arkansas!

KARK ★ LITTLE ROCK ARKANSAS

1,000 Watts—Day and Night—890 Kc.
N.B.C. AND TRI-STATE NETWORK:
WMC - KARK - KWKH - KTBS
Ed. Petry & Co. Inc., National Rep.

WBAL
means business
in Baltimore

lock, stock and barrel, to the network. That has all been done by contract in advance. (Ex. AA-6-7-8.)

* * *

We are not now speaking about programs the local station purchases outright from the network, or from some other source, and sells to some sponsor. There are many such programs. But there is no evidence before the special master for him to rely upon in determining how many there are. Suppose that KMO purchases a program from the Winthrop Hotel. The program is broadcast by KMO as its own. Or possibly KMO sells the program to Rhodes Department Store. In such case KMO is treating the programs as its own and is selling it to Rhodes.

The profits or losses in the transaction are those of KMO. But, if Don Lee network leases KMO and pays a rental fee, say of $100.00 for the hour, and Don Lee sells the program to Ivory Soap for $100,000 and makes a net profit of $50,000, that is Don Lee's profit. KMO get its $100 as per contract, no more. Or if Don Lee fails to collect the $100,000 from Ivory Soap that is Don Lee's loss. KMO still gets its $100, no more, no less. KMO is merely a landlord. It did not tune in on Don Lee's program.

As we understand the testimony, for the purposes of the network programs, the affiliated stations are leased outright for the period of the program to the network for a stipulated fee. So if the emanations of the affiliated stations can be termed rebroadcasts, such rebroadcasts are those of the network, not of the owners of the affiliated stations.

In view of the above I believe you will do the industry a service to make a survey to determine the status of present network-station contracts.

My understanding is that—although the networks admit clearing and paying at the source for the works of such minor societies as SESAC and other small groups—they still continue to make the affiliates (who will stand for it) sign contracts to either "have ASCAP licenses" or to "have all necessary licenses" and then verbally tell the station that, that means ASCAP. This places the networks in a preferential trading position with ASCAP for their own copyright clearances, because of the networks' ability to deliver the industry to ASCAP.

ED CRANEY
KGIR Inc., Butte, Mont.
Nov. 22

Discusses Television

ELLSWORTH C. DENT, educational director of RCA, addressed the closing session of the recent third annual Southern Conference of Audio-Visual Education, on the relationship between television and other types of audio-visual instruction aids such as radio, motion pictures and recordings. Mr. Dent used for illustration a new motion picture on television produced by RCA.

What Station—

is the predominant station in a city whose population has increased 10.6% in only three years . . . from 153,799 to 170,153 . . . and is still growing.

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Television News Notes

Rotarians to See

ROTARY'S first television meeting will be held Dec. 8 from the television studio of the new General Electric video station, W2XO, when three ranking executives of Rotary International will make a televised broadcast to Rotarians at dinner meetings in Albany, Troy and Schenectady. At each meeting GE engineers and dealers will set up receivers, and following the addresses of the three officials—Paul Harris, Rotary founder; Walter Head, International president, and Chessley Perry, international secretary — GE representatives at each meeting will briefly explain the art of television and answer questions. The program, scheduled for an hour, is believed to be the first meeting of its kind, where a speaker from a single platform has addressed and has been seen at meetings in more than one city.

* * *

Crosley Plans

LATEST broadcast operators to apply for new television stations are the Crosley Corp., operating WLW and WSAI, Cincinnati, amending a previous application to ask for 50-56 mc. with 1,000 watts, and WDRC, Hartford, Conn., asking for 66-72 mc. with 1,000 watts. The former proposes to establish the station in Cincinnati's Carew Tower, the latter on the summit of West Peak, Meriden, Conn.

* * *

Historical Effect

TO SWITCH emphasis in NBC's televised version of the Broadway success, "The Farmer Takes a Wife", from the characters to the Erie Canal itself, Thomas L. Riley, NBC television producer, used a narrator, whose poetic script was accompanied by still pictures of the old canal and movies of the new-fangled railroad that, at the time of the play, was beginning to displace the canal as a main artery of commerce. Success of the innovation indicates its future use on other historical television dramas.

Two Seek Stations

BALABAN & KATZ Corp., Chicago, big motion picture theater chain, has applied to the FCC for authority to erect a new television station in that city to be located at the northeast corner of Washington Blvd. and Crawford Ave. It asks for 1,000 watts on the 66-72 mc. band. The Commission has also been asked by Henry Joseph Walczak, Springfield, Mass. to authorize a new television station there. He asked for 250 watts on 1550 kc., though that frequency is not allocated for television.

* * *

Macy Parade Televised

FANTASTIC floats and figures making up the annual Thanksgiving parade staged by R. H. Macy & Co., New York department store, were televised by NBC from noon to 1 p.m., Nov. 23, with Tony Sarg and Russell Patterson, creators of many of the financial beings in the parade, on hand to explain their works.

* * *

Television and Labor

RAPID progress toward establishing standards for wages and conditions of employment of actors engaged for television appearances is reported by the joint committee set up for this task by the Associated Actors & Artistes of America. Made up of five members from Actors Equity Assn., American Federation of Radio Artists and the Screen Actors Guild, the 15-man committee expects to be able to report back to the AAAA with definite proposals for submission to the television broadcasters within a few weeks. Question of jurisdiction over this new entertainment field, subject of a bitter controversy a few months ago, is being held in abeyance temporarily, it was stated, with any AAAA member being permitted to work in this field, regardless of to which branch union he belongs.

ANNOUNCER of the future is typified by Bill Allen, with the electric eyes of television over his shoulder, shown here during an outdoor audio-video pickup on NBC's W2XBS, New York. A former Golden Gloves champion and captain of New York U's 1934 football team, Allen is well qualified for the assignment of television's first regular sports expert. In spare time he coaches crew at Manhattan College and teaches public speaking.

Baird's American Plans

BAIRD TELEVISION, subsidiary of Gaumont British Picture Corp. of America, plans to start manufacturing operations for its American model television sets shortly after Jan. 1, 1940, according to Arthur Lee, American vice-president. Indefinite plans call for concentration on theatre television with use of its 15 x 20 foot screen.

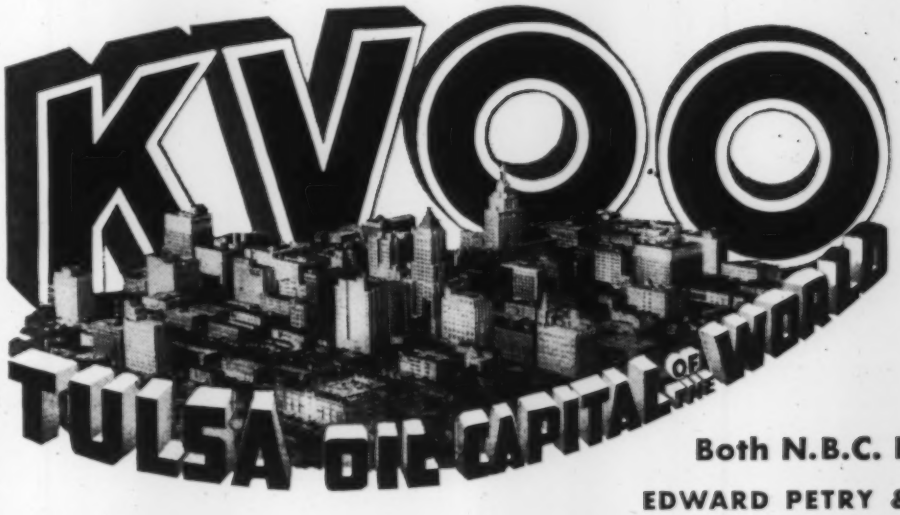
* * *

Helps Sell Seals

TO AID the sale of Christmas seals for the National Tuberculosis Assn., the Don Lee Broadcasting System, Los Angeles, is telecasting over its television station W6XAO, that city, the educational sound film, *Let My People Live*. The film was produced by the NTA in cooperation with Tuskeegee Institute and government agencies.

BETTYGOODWIN and Bessie Feagan, formerly of NBC, are currently doing special work for the "Television Ball", to be held Dec. 15 at the Waldorf-Astoria Hotel, New York, by the Goddard Neighborhood Center, which has arranged with NBC to televise the event.

"Synonymous!"



★
25,000 WATTS
Both N.B.C. Networks
EDWARD PETRY & CO., Inc.
National Representatives

Studio Notes

WIBC, Indianapolis, recently conducted its second listener survey contest, offering cash prizes to listeners for 100-word letters on "Why I Like WIBC". The contest ran for three weeks, ending Thanksgiving Day, with spot announcements urging competition. In a previous survey, conducted soon after the station went on the air, music, newscasts and special events were listed as favorite programs, and incomplete results of the new survey indicate a similar lineup for favorite listening. The first survey pulled more than 6,000 letters, and the new contest exceeded that figure.

PROMOTED solely by WOL, Washington, the WOL Cooking School, held Nov. 14-16 in a Washington theatre, drew an estimated attendance of 8,000 housewives. Conducted by Frances Troy Northcross, chief of the station's home economics division, each of the three Cooking School sessions drew capacity audiences, members of which won prizes ranging from a $200 electric refrigerator to a basket of groceries. Participating with Mrs. Northcross in the event were Art Brown, of the WOL announcing staff, and Walter Compton, MBS presidential announcer.

VAL CLARE, news editor of CKLW, Detroit-Windsor, was indirectly responsible for the donation of an ambulance truck to the Canadian Red Cross by James R. Clegg of Toledo. The ambulance was given by Mr. and Mrs. Clegg in recognition of the public services rendered by CKLW, and a special government order was issued at Ottawa to allow the entry of the ambulance duty-free into the Dominion on Armistice Day.

ELEVEN Illinois stations aired a special Thanksgiving program which featured a talk by Gov. Horner. George Menard, of WLS, Chicago, announced the program and the WLS concert orchestra was used. Stations carrying the quarter-hour program included WLS WJJD WTAX WCBS WTAD WHBF WROK WCBC WTMV WDWS WDAN KMOX.

KPAC, Port Arthur, Tex., has made a reciprocal arrangement with the *Port Arthur News* for a noon newscast from the editorial offices of the paper and daily program listings in the editorial columns.

MUSICAL interludes, tagged as such, no longer exist on the program schedules of WTAR, Norfolk, Va. Short musical periods now bear titles such as *Melodic Sampler, Thematic Pause* and *Rhythmic Moments.*

ENGRAVED stopwatch, the gift of WLW-WSAI co-workers upon his departure for New York to join Knox Reeves advertising agency, is received by Rikel Kent (left), for eight years casting director of WLW, Cincinnati, from E. P. Bauer (right), business manager of WLW-WSAI, as Eldon Park of the advertising service department, looks on.

Radio Family

WHEN Ernest Winstanley of WXYZ, Detroit, married Ada Card Nov. 18, he married into a radio family. Her father is Fred Sullivan, of NBC's *Career Wife,* and her mother is Kathryn Card of NBC's *Story of Mary Marlin.*

JOSEPH RIES, education director of WLW-WSAI, Cincinnati, has been named chairman of the Adult Education Work Group of the Chicago Radio Council, which meets in Chicago Dec. 6-8. On Dec. 5 education directors of NBC stations are to meet with Dr. Rowland Angell, education counselor of NBC.

TRADITIONAL pre-Christmas program, *Billie the Brownie,* promoting the toy department of Shuster's department stores, has returned to WTMJ, Milwaukee, for its eighth consecutive year. The program, which has drawn approximately 50,000 letters from children annually, continues daily for six weeks and is climaxed by a mammoth parade, with floats on electric flat cars, through Milwaukee's downtown streets.

WRITTEN by Bernard S. Dryer, student of the drama department of Yale University, "Flight Number Two" was broadcast Nov. 24, the first drama in the new *Listeners'* series presented on Colonial Network from WICC's New Haven studios.

WMCA, New York, on Dec. 1 starts testing a 3¼-hour program of news and music on Friday nights from 10 p. m. to 1:15 a. m. with plans to schedule the program other days in the week if the test proves successful. Program is actually a group of eight different programs including recorded classical and dance music with late news flashes and news analyses by Eugene Lyons, editor of the *American Mercury.*

TRANSCRIPTIONS of the broadcast observing the first anniversary of the Will Rogers Memorial in Claremore, Okla., have been presented to the Memorial by KVOO, Tulsa, to be kept on permanent display under glass in the structure. The station also gave copies to Bacone Indian U. which furnished much of the music for the program, and of which Will Rogers was an honorary alumnus.

WGBF and WEOA, Evansville, Ind., entertained at a studio luncheon Nov. 24 for publishers of country newspapers around Evansville and the 48 Junior Mayors and First Ladies of the tri-States who were guests of the city at the local Santa Claus Christmas parade.

PATTERNED after the newspaper comic strip, *Li'l Abner* has started in a five weekly quarter-hour late afternoon strip on NBC-Red originating in Chicago. Drawn by Al Capp, the comic strip is written for radio by Charles Gussman, of NBC-Chicago.

HEADLINERS of the *WLS National Barn Dance* will stage four shows at Gary, Ind., Dec. 3 under auspices of the local Odd Fellows Lodge. Proceeds of the entertainment will go to the lodges' charitable enterprises. Talent will include the Hoosier Hotshots, Prairie Ramblers, DeZurik Sisters, Mac & Bob and Pat Buttram.

FOR THE second consecutive year, Gov. Culbert L. Olson of California, on Nov. 12 inaugurated a series of weekly quarter-hour fireside chats, *March of California,* on five CBS stations (KROY KSFO KROW KARM KNX). Broadcasts originate from KROY, Sacramento, under supervision of Fox Case, CBS Pacific Coast director of public events.

COOPERATING with the board of the Connecticut Federation of Music Clubs, WICC, Bridgeport, a Federation member, will present a special award to member clubs for the best report of club activity during National Music Week in May, 1940. The prize is a Music Week cup and a signed statement of award from the judges, to be presented over WICC. WICC is one of the few stations in the country actively engaged in Federation interests through its broadcast activities, and has been a registered member since 1931.

45 Million tons of Iron Ore!

One of the heaviest seasons in the shipment of Iron Ore, in recent years, has meant

Peak Payrolls

for the Head of the Lakes and Mesaba Iron Range regions that are given blanket coverage, day and night, by the

ARROWHEAD
BROADCASTING SYSTEM

General Offices
WEBC Building — Duluth, Minnesota

WMFG	WEBC	WHLB
Hibbing, Minn.	Duluth-Superior	Virginia, Minn.

RADIO TELEPHONE GAME

BIGGEST—HOTTEST—MOST SENSATIONAL SHOW ON THE AIR

BREAKS AUDIENCE RECORDS EVERYWHERE

A LIVE SHOW—EVERY LISTENER PARTICIPATES

MEETS ALL LEGAL REQUIREMENTS

AS USUAL—BECAUSE IT'S UNUSUAL

IT'S PRODUCED BY

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

JACK BURNETT, commercial manager, and Marion Dixon, merchandising manager of KGVO, Missouri, Mont., are planning a display of their airplane and battleship models in the KGVO studios preparatory to starting the new *Model Makers' Club* feature on the station. The models were built entirely by their own hands.

WXYZ, Detroit, and Michigan Radio Network stations on Nov. 16 started a series of weekly broadcasts, originating from Michigan State Police headquarters in East Lansing, explaining the work and organization of the state police. Originated through WJIM, Lansing, the program is conducted by Howard Finch, of WJIM, and Lieut. Harold Mulbar, of the state police, with various department heads and technical experts explaining their work.

WNYC, New York's Municipal station, for the second consecutive season is presenting a series of weekly half-hour concert programs, devoted to the work of contemporary American composers and played by the WNYC Concert Orchestra under the auspices of the National Assn. of American Composers and Conductors.

TEXAS State Network on Nov. 27 started a new series of pickups of full concerts by Texas symphony orchestras with a broadcast of the opening concert of the season of the Dallas Symphony, which also was its first performance on the air. Concerts by other symphonies in the State are to follow periodically during the winter season.

NEW Sunday afternoon program, 5:15-5:30, on NBC-Blue, *Along the News Front*, features Baukhage commenting on international affairs and Graham McNamee reporting domestic news and sports. Series, starting Nov. 19, replaces the *Four Star News* program formerly heard at that time sponsored by Palmer Bros., which, in addition to Baukhage and McNamee included women's news by Nola Luxford and sports news by Bill Stern.

FOLLOWING a successful test on the Don Lee Network, the weekly variety program *Laff 'n' Swing Club* started on MBS Nov. 26, Sundays, 9-9:30 p.m. The program features the musical team of Mabel Todd and Tony Romano, with Morey Amsterdam as m.c.

TO CELEBRATE the end of the harvest season, WDZ, Tuscola, Ill., held an all-day celebration, *Corn Bread Jubilee*, at which 5,800 farmers and their families ate free corn bread, beans and coffee and competed in an amateur auctioneer contest and a woman's cornhusking competition. Listeners were invited to bring anything they wanted auctioned, and the amateurs started selling with all stops open to win prizes paid for out of a small percentage charged by WDZ for the auction. The station also awarded a cup to the champion woman cornpicker.

Out of Control

LISTENERS of WENR, Chicago, found themselves laughing and wondering the other night at the close of *Ten O'clock Final*, a daily full hour evening variety program sponsored by Walgreen Drug Co., that city. No closing commercial was given and the last two minutes of the program were composed of giggles, wise cracks, and wild laughter. Answer was one of those unaccountable hysterical moments that seize crowds and can't be stopped. Garry Morfit, m.c. of the show, got doubled over with laughter, the studio audience caught the mood, and Lynn Brandt, one of NBC's most reliable announcers, burst into uncontrollable laughter when he started to give the commercial.

PHIL NAPOLEON, orchestra leader and composer, has been appointed director by the National Youth Administration of New York of the *NYA Varieties* program heard weekly on WNYC, New York's Municipal station, and the radio orchestras of the NYA. With NBC for eight years, Mr. Napoleon has made many recordings for RCA-Victor and has conducted orchestras at leading hotels. He succeeds Art Landry who recently resigned as the NYA radio director.

CHRISTMAS book drive, which last year brought contributions of 25,000 books to patients in New York hospitals, is being repeated this year from Nov. 27 through Dec. 23 by Phil Cook on his *Morning Almanac* program, sponsored five times weekly on WABC, New York, by J. W. Beardsley Sons, Bond Stores, Liggett Drug Co. and Quaker Oats Co.

ENTIRE personnel of Texas State Network recently received office memorandums stating that Elliott Roosevelt, TSN president, was giving each member of the organization a Thanksgiving turkey. Roosevelt's associates were interested to note that despite the Presidential proclamation of a Thanksgiving on Nov. 23, the Elliott Roosevelt memorandum read "for Thanksgiving, Thursday, Nov. 30".

Irish Station Spots

IRISH radio station Eirreann, transmitting from Athlone, Ireland, is also broadcasting commercial programs, according to the Dublin office of J. Walter Thompson Co. Only Irish companies are allowed to sponsor programs, and commercials are limited to 120-word announcements. The Irish branch of Rowntrees Co. (candy) was the first sponsor to sign for a program, through J. Walter Thompson Co., which reported that Eirreann was scheduling programs directly opposite in type to the ones heard at the same time on BBC stations.

DESPITE FLAMES
WOV Transmitterman Keeps Station on Air

THOUGH flames were raging in the meadows surrounding the WOV transmitter, in Secaucus, N. J., on Nov. 16, Eric Potts, transmitterman on duty, remained at his post and kept the station on the air. After turning in the alarm, he closed all windows and doors of the transmitter house and remained inside the building until the flames were extinguished. The station's schedule was unaffected by the incident.

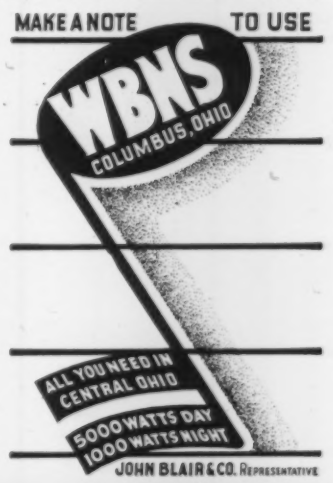
When the fire broke out in sections of a square-mile area of Secaucus meadowland, the transmitter house was definitely threatened, according to observers, but firemen of the local engine company put out the flames with no further damage than burning a portion of the brush around the transmitter. Hundreds of school children watched the fire, attracted to the scene by enormous columns of black smoke rising from the meadows.

CBS Symphony Plans

HOWARD BARLOW, musical conductor for CBS since the network's inception in 1927, will continue to conduct the Columbia Broadcasting Symphony, among other programs, this season, at the same time fulfilling his recent appointment as director of the Baltimore Symphony Orchestra for its entire season of 11 concerts. Mr. Barlow succeeds Werner Janssen, who has resigned as director of the Baltimore Orchestra to become music director for a Hollywood studio.

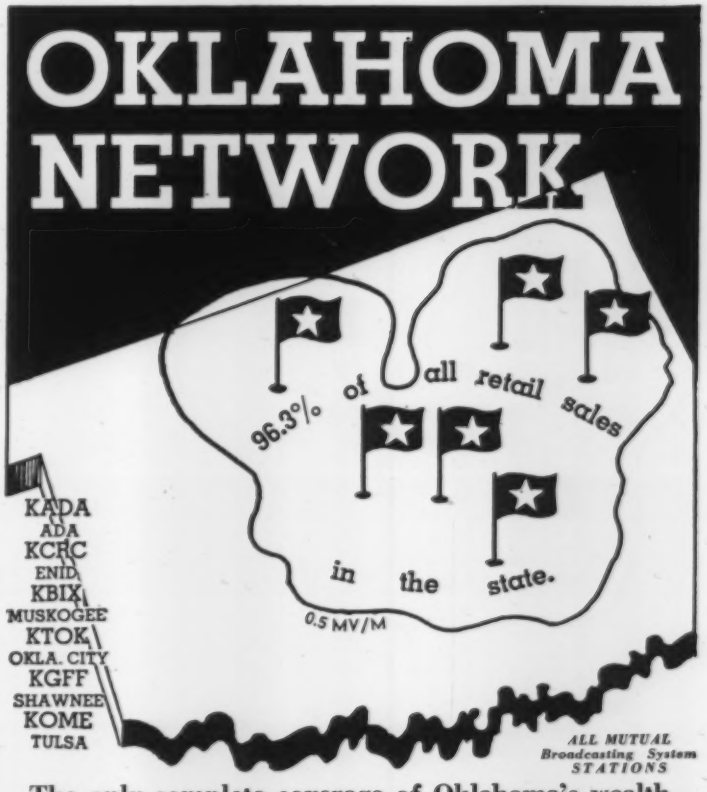
KQV, WNBC Improve

KQV, Pittsburgh, and WNBC, New Britain, Conn., Nov. 22 were authorized by the FCC to operate fulltime on 1380 kc. with increased powers, using directional antenna, in an action adopting proposed findings announced Nov. 3. KQV will operate with 1,000 watts, using a directional antenna at night, in lieu of its previous 500-watt night operation at night with 1,000 watts until local sunset. WNBC will operate with 1,000 watts, also using a directional antenna, in lieu of 250 watts night and 1,000 watts local sunset.



WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
Tobacco Money!
Holiday Money!
Asheville's big burley Tobacco market opening early in December. Industry in high gear. Pay rolls mounting. Holiday spending unleashed. So "air" your sales message over WWNC —only blanket radio coverage of this busy area. And hurry!

The Average Wichita Family Has
$248 More to Spend
than the average American family. In total retail sales volume the nation's No. 2 ranking city (250,000 class) is:
WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

OKLAHOMA NETWORK


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OK for OKlahoma
Nationally represented by
BURN-SMITH COMPANY, INC.
New York *Chicago* *Detroit* *Atlanta*

Morton Salt's Discs

MORTON SALT Co., Chicago, is using three five-minute discs weekly on KMBC, Kansas City, and WLS, Chicago, with the list to be expanded. The firm has recorded 12 discs through WBS. Agency is Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

New Nurseries Account

SPRING HILL Nurseries, Tippecanoe City, O., soon after Jan. 1 starts a series of five-minute and quarter-hour programs on 25 stations. Albert Kircher Co., Chicago, has the account.

Pick Top Baseball Announcer

SPECIAL program honoring the nation's No. 1 baseball announcer will be broadcast Dec. 6 on MBS during the annual major and minor league meetings held in Cincinnati. The winner, chosen from a poll of leading sports writers and correspondents of *The Sporting News*, national baseball weekly, will receive the award from Edgar G. Brands, editor of the magazine, at a reception in the Hotel Netherlands-Plaza.

TWO more prizefights in the group scheduled for broadcast on NBC under the sponsorship of Adam Hat Stores, New York, have been set for Dec. 1 when Sam Taub and Bill Stern describe the 15-round world's championship welterweight bout between Henry Armstrong and Lou Ambers, and for Dec. 15 when an account is broadcast of the Al Davis-Tippy Larkin light heavyweight fight. Fights will be heard in Canada on CBC through the courtesy of the sponsor.

WOMAN'S WORLD (magazine), has started five and 15-minute programs on 16 stations, thru Albert Kircher Co.

Validity of Mayflower Corp. Charter At Issue in FCC Hearings in Boston

CLIMAXED by the possibility of revocation of the charter of Mayflower Broadcasting Corp. on grounds of alleged fraud, a stormy three-week hearing on the license application of that organization and license renewal of WAAB, Boston, ended Nov. 28 in Boston. The hearing, conducted by George B. Porter, FCC assistant general counsel, was called Nov. 8 to consider the license renewal application of WAAB and the application of Mayflower Broadcasting Corp. for a construction permit for a new station on WAAB's present facilities.

Court Action

The charter revocation threat developed when it was brought out in testimony that the financial assets of the Mayflower corporation, listed in the corporate articles approved in January, 1939, as $100,000 cash, in fact consisted of two demand notes of $50,000, drawn by George R. Dunham, president, and John J. McCann, treasurer of the organization. When this angle was revealed, Henry F. Long, State commissioner of corporations and taxation, advised the three Mayflower stockholders and officers—Messrs. Dunham and McCann and Lawrence J. Flynn—that if this were the case, he would revoke his earlier approval of the articles of incorporation.

Following Mr. Long's action, Attorney General Paul A. Dever on Nov. 25 filed an information in the nature of a quo warranto proceeding in the State Supreme Judicial Court, in which it was alleged that approval of the articles of organization was secured through fraud and it was asked that the corporation be dissolved. The case is understood to be returnable early in December.

Testifying at the hearing, Mr. Long stated that the Massachusetts statutes prohibited the issuance of stock in a business corporation organized under the laws of that State for a promise to pay, such as a demand note, where such note was given by one of the purported stockholders. Earlier in the proceeding it had been brought out that one of the notes was signed by Dunham as maker and endorsed by McCann, and the other vice versa.

With presentation of the WAAB renewal case occupying only the afternoon of Nov. 28, after which the hearing was concluded by Mr. Porter, examination and cross-examination in connection with the Mayflower application consumed all the time from Nov. 8 to Nov. 28. The proceedings included appearances by several former local and State officials, particularly in connection with discussions centering around political commentaries delivered by Leland C. Bickford, editor of the Yankee Network News Service. James W. Gum represented Mayflower Broadcasting Corp., while Richard M. Russell and J. Arnold Farrer, of Boston, and Paul D. P. Spearman, Frank Roberson and Frank U. Fletcher represented Yankee Network, licensee of WAAB.

While in no way associated with the Boston hearing, FCC Chairman James Lawrence Fly Nov. 29 observed that the Commission should give more attention to ownership, financial and public service considerations in connection with new station applications. This observation coincided with contentions made by Yankee Network counsel in connection with the Mayflower application. Chairman Fly's observation came in connection with the whole broad subject of FCC scrutiny of broadcast licensees in which he pointed out that the FCC is responsible for service of licensees.

Codrin in New York

CODRIN Corp., New York, is using a weekly Italian program on WBNX, New York, for diabetic tablets and Vichy powders and is planning a daily program on WOV, New York, starting in December. For Tarson cleaning powder the firm is using a weekly Polish program on WBNX. Agency is Brenallen Co., New York.

New Canadian Station

DR. CHARLES HOUDE, who owns CHNC, New Carlisle, Que., reports that he will have a new station in operation in Campbellton, N. B. by Jan. 1. It will be known as CKNB and will operate on 1210 kc. C. S. Chapman will be manager and L. P. Paquet chief engineer.

CAMPANA SALES Co., Batavia, Ill. (lotions), on Jan. 7 starts *Grand Hotel* on 30 CBS stations, Sun., 1:35-2 p.m. Aubrey, Moore & Wallace, Chicago, is agency.

Womens' Groups Laud NAB's Code

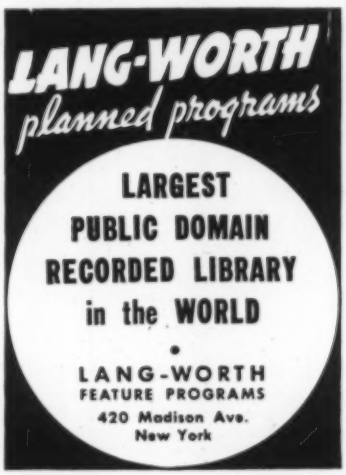
THE NAB program code was endorsed by representatives of 67 women's organizations operating on a nationwide scale, at a meeting in Washington Nov. 29 under NAB auspices. The chief speaker, Mrs. Saidie Orr Dunbar, president of the General Federation of Women's Clubs, hailed the code as a democratic means of developing and improving the educational character of American radio programs. She declared the code was to be regarded as a valuable instrument in the improvement of children's programs.

With members of the NAB Code Compliance Committee present, along with the NAB Washington staff, President Neville Miller presided at the meeting, the first of its kind since adoption of the code earlier this year. Before the forum discussion, he introduced Edward M. Kirby, NAB director of public relations and education, and Edgar L. Bill, chairman of the compliance committee, who spoke briefly on the significance of cooperation of women's organization all over the country in code matters.

Mr. Kirby announced that in connection with the children's program section of the NAB code the women's clubs were being asked to gather information locally on the desirable and undesirable types of juvenile radio fare. Their findings are to be passed on to the Code Compliance Committee, which will consider them in enforcing the code.

Mrs. Dunbar pointed to the growing interest in the problems of children's programs, declaring that "we must move forward; we can't mark time" in ironing out the kinks in radio's educational function. She urged representatives attending the meeting to emphasize tolerance and research in their organizations' activities with radio.

Among club leaders attending the session in Washington's Willard Hotel were Mrs. Ida B. Wise Smith, president, WCTU; Mrs. J. K. Pettengill, president, National Congress of Parents & Teachers; Mrs. Henry Robert Jr., president-general of the DAR; Mrs. Joseph Goodbar, president, National Federation of Press Women; Miss Agnes Rogan, executive secretary, National Council of Catholic Women; Mrs. William Corwith, president, American Legion Auxiliary.



Political Programs Under Code To Be Decided by State Lines

NAB Compliance Group Adopts Policy; Requests Board's Instructions on Free Offers, Inquiries

STATE AUTONOMY in the determination of radio policies governing sale of time for all aspects of political broadcasting and campaigning was authorized Nov. 28 by the NAB Code Compliance Committee at a special session in Washington.

Simultaneously, the Committee took up the problem of free offers, cost-per-inquiry and contingent business, and petitioned the board for instructions on future policy in connection with such business, barred under the original code and generally frowned upon within the industry. The committee also approved plans for distribution by NAB of a loose-leaf binder for code interpretations by which stations may keep complete records of program acceptance and code information interchanged between stations.

Variations in Laws

In acting on the political provision, the committee took cognizance of the existence of different laws and practices governing elections in the various States and communities. It was concluded that no national deadline could be established for launching of local and State campaigns and that, as a consequence, broadcasters in each State should handle such matters independently. It was recommended that stations in the different States hold meetings of their State organizations or through their district directors to determine "(1) when an individual becomes a legally qualified candidate for public office and qualifies for the sale of time under the code, or (2) to decide the date for the opening of a campaign for election of public officials or for discussion of public proposals which are subject to ballot."

In discussing the free offer problem, the committee felt that it constitutes a serious threat to radio's prestige as an advertising medium and to the economic position of the industry. Branding acceptance of such business as bad practice and contrary to advertising ethics, the committee requested the board for further information and elucidation of this policy.

The question "when does an issue become controversial?" was raised at the meeting and it was concluded that a controversy generally classifies itself. Total membership of the NAB as of Nov. 27 was 427, as against 434 when the code became effective, seven stations having resigned, it was stated.

Present at the Nov. 28 meeting were E. K. Cargill, WMAZ, Macon; Earl J. Glade, KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore Streibert, vice-president, MBS; F. M. Russell, NBC vice-president; Gilson Gray, CBS as proxy for Edward Klauber, CBS executive vice-president, and E. M. Kirby, NAB public relations director, committee secretary. Edgar Bill, WMBD, Peoria, did not attend the first day's session but presided Nov. 29. Martin Campbell, WFAA, Dallas, was absent. Walter J. Damm, it was reported, has resigned from the committee.

In a panel discussion of the controversial issue provision of the Code in the *American Forum of the Air* over MBS Nov. 19, Gen. Hugh S. Johnson described it as "the best that could have been written". Asserting that the forum or debate type of presentation was the only way to handle controversial issues on the air, he predicted that ultimately forum discussions would be sponsored. He indicated he had rejected offers of sponsors because he believes in the "debate" method.

Also participating in the panel discussion, conducted by Ted Granik, U. S. Housing Authority attorney and founder of the forum, were Morris Ernst, attorney for the American Civil Liberties Union; Ed Kirby, NAB public relations director, and Martin Codel, publisher of BROADCASTING. Mr. Ernst disapproved of the controversial issue provision despite endorsement of the code by the Union. Mr. Kirby and Mr. Codel supported it.

Valuable Guest

FULLER BRUSH Co., Hartford, Conn., on Dec. 3 will start sponsorship of the *Let's Go to Work*, job-finding program on WTIC, Hartford, on Sunday evenings. Alfred C. Fuller, president of the company, decided to sponsor the program after he had appeared on it as a guest of Herbert Hadel, m.c. The program started in June 1938 on WICC, Bridgeport, and last spring became a Yankee Network feature, moving in September to Intercity Broadcasting System, with WMCA, New York, as key. Mr. Hadel obtained jobs for 157 persons in his first 49 broadcasts.

PROMOTION PRIZES
Awarded Canadian Stations by Sponsor of Drama

TO PROMOTE its new radio program *Cavalcade of Drama*, Western Canada Flour Mills, Toronto, staged a contest among the 31 stations carrying the campaign for the best promotions and merchandising in connection with the campaign. The contest was judged on the record of the work done on the campaign as sent by the stations to Don Henshaw, radio director of A. McKim Ltd., Toronto agency.

The grand award went to CKOC, Hamilton, Ont. In the 1,000-watt class first prize went to CFCY, Charlottetown, P. E. I.; second to CJCA, Edmonton, Alta.; third to CFAC, Calgary, Alta. In the 100-watt class, first prize was given CFCH, North Bay, Ont.; second to CJCS, Stratford, Ont.; third to CJIC, Sault Ste. Marie, Ont. Honorable mentions were given to CKCK, Regina, Sask.; CFNB, Fredericton, N. B.; CKSO, Sudbury, Ont.; CKOV, Kelowna, B. C.; CHNC, New Carlisle, Que.; CKNX, Wingham, Ont.; CFCO, Chatham, Ont.; CKLN, Nelson, B. C.; CKWX, Vancouver; CHSJ, St. John, N. B. Awards were framed parchment plaques.

To promote the show Western Canada Flour Mills invited broadcasters to attend regional meetings with the sales staff and supplied the stations with literature and promotion ideas. CFCY's report was in the form of a book covered with large Western Canada flour bags.

Seeking Jersey Outlets

FRANK FALKNOR, chief engineer of WBBM, and Rex Schepp, WBBM salesman, are disclosed as vice-presidents and 25% stockholders each in North Jersey Broadcasting Co. Inc., which applied to the FCC Nov. 21 for a new 1,000-watt station on 900 kc. in Paterson, N. J. James V. Cosman, of Haledon, N. J., is president and 49% stockholder. Another Jersey applicant for a new station—a 250-watt outlet on 1500 kc. in Vineland—is South Jersey Broadcasting Corp., of which A. Harry Zog, employed by WPG, Atlantic City, is president and 10% stockholder; Benjamin Chew, WPG technician, 10% stockholder and director; Max Leuchter, publisher of the *Vineland Times*, 10% stockholder and director.

The loveliest radio station in America...

WFMJ

Youngstown Ohio

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

HARTFORD COVERAGE *Insured* AT LOW PREMIUM

WNBC antenna only 3 miles from HARTFORD and directional toward HARTFORD

WNBC HARTFORD NEW BRITAIN

HEADLEY-REED CO. • New York • Chicago • Detroit • Atlanta

EDUCATORS and broadcasters from a half-dozen States were guests and speakers at the third annual Northwest Conference on Educational Broadcasting, conducted early in November in Minneapolis by KSTP. In the conference discussions special emphasis was placed on the planning and production of educational programs, with the work of 16 radio workshops, organized as a result of the KSTP conferences, on display. Among prominent attendees were (standing, l to r) Thomas D. Rishworth, KSTP educational director and general chairman of the conference; Clarence B. Wright, publicity director, Fargo, N. D., public schools; Harold Engel, director of public relations, WHA, Wisconsin U; Don G. Williams, Stanford U; E. W. Ziebarth and Tracy Tyler, Minnesota U; Harold B. McCarty, director, WHA, Wisconsin U; David G. Heffernan, assistant superintendent, Cook County schools, Chicago; Berton Paulu, manager, WLB, Minnesota U; Prof. Sherman P. Lawton, Stephens College, Columbia, Mo.; Milford Jensen, manager, WCAL, St. Olaf College, Northfield, Minn., and Alvar Sandquist, WCAL; (seated l to r), G. S. Petterson, chairman, Mankato State Teachers College; I. Keith Tyler, bureau of educational research, Ohio State U; H. L. Ubank, chairman, Research Project on School Broadcasting, Wisconsin U; Judith Waller, central division educational director, NBC; Allen Miller, University Broadcasting Council, Chicago; Paul C. Woodbridge, radio expert, REA, Washington, D. C., and Harold Kent, director of Chicago public schools radio council.

Third Educational Meeting Arranged

Chicago Council to Discuss Technique of Programs

THIRD annual School Broadcast Conference, given under auspices of the Chicago Radio Council, will be held at Chicago's Congress Hotel Dec. 6-8. According to Harold Kent, radio director of the council, approximately 750 are expected. The conferences for school teachers and educational radio directors have become progressively important with larger attendance each year.

NBC is calling a conference of its educational directors and those of its affiliated stations to meet in Chicago Dec. 5 and it is understood many of the directors will attend the other meeting.

Actual broadcasts, demonstrating network and local techniques in educational programs, will be made from the conference. The only network show scheduled for origination at the conference is *American School of the Air* on CBS Dec. 8.

Conference Schedule

Schedule for the conference is: Dec. 6, opening session conducted by Paul Reed, supervisor of radio education, Rochester, N. Y.; panel discussions featuring Sterling Fisher, CBS director of education; Franklin Dunham, educational director of NBC; Harold Kent, director Chicago Radio Council; I. Keith Tyler, radio director Ohio State U; Kathleen N. Lardie, department of radio education, Detroit. The dinner and evening session will hear addresses by William Guenther, coordinator of television and facsimile of WLW, Cincinnati; Carl Menzer, WSUI, Iowa City; Mrs. Harry M. Mulberry, president of Illinois Congress of Parents and Teachers; William D. Boutwell, U. S. Office of Education, Washington.

On Dec. 7, radio demonstrations and group meetings will be followed by high school panels. Prof. Carleton Wheeler, of Tufts College, Boston, will discuss foreign language radio programs. Thomas D. Rishworth, educational director of KSTP, St. Paul, will head the meeting of workshop directors. The afternoon discussions will include a talk by Dr. Leonard Power, assistant chairman of the Federal Radio Education Committee. That evening, Prof. Wheeler will conduct a 15-minute program in French designed for teachers of Romance languages.

Final Day's Program

The last day of the conference, Dec. 8, will start with program demonstrations for children of kindergarten and elementary school age. In the afternoon, Harold B. McCarty, director of WHA, Madison, Wis., will conduct a demonstration for high school students. A panel on news analysis will feature Clifton Utley, director of the Chicago Council on Foreign Relations. This panel will discuss propaganda and news analysis with emphasis on teachers' utilization of news broadcasts. Walter G. Preston, assistant to John Royal, program director of NBC, New York, will speak at the banquet Dec. 8.

Radio AND Education

DR. LEONARD POWER, assistant to the chairman of the Federal Radio Education Committee, was in Hollywood in mid-November on a nationwide tour during which he is compiling a survey of all colleges in the United States now teaching radio, either technical or non-technical. At the same time Dr. Power is also conducting a survey of radio stations and how they administer their public service programs. While in Hollywood he was guest of Fox Case, CBS Pacific Coast director of public affairs. Dr. Power is assistant to John W. Studebaker, chairman of the FREC as well as U. S. Commissioner of Education.

FEDERAL Radio Education Committee, of the Office of Education, Washington, has published the first issue of its monthly *Service Bulletin*, designed to help coordinate educational efforts of broadcasters and the government agency. The publication is circulated to radio stations, educators and various service and educational organizations, and is edited by Kenneth Jones.

E. JENNINGS PIERCE, with the NBC Western Division since its formation, has been named NBC educational director on the West Coast. He is to leave San Francisco early in December to attend the third annual meeting of the School Broadcast Conference at Chicago, and later will confer in New York with Dr. James Rowland Angell, NBC educational counselor, before returning West.

NEW ENGLAND Education series presented in cooperation with the Harvard Graduate School of Education was resumed Nov. 23 on a special CBS network under the direction of Lloyd G. del Castillo, CBS New England educational director. The weekly half-hour programs are heard on WEEI WPRO WABY WBRY WGAN WMAS WNBX and WORC.

DEMONSTRATIONS of elementary school music education in choral singing and instrumentation are the subject of the new series of MBS programs titled *Music for Every Child and Every Child for Music*, presented weekly under the direction of Thaddeus P. Giddings, supervisor of music in Minneapolis public schools, and associate director of the National Music Camp at Interlochen, Mich.

One More

WFAA, Dallas, helped North Texas State Teachers College, Denton, push its enrollment to the 3,000 mark for the first time in the school's history when on Nov. 16 the station broadcast a story on a morning news report that the enrollment had reached 2,999 and that officials of the school were anxious to get one more student. A girl in Breckenridge, Tex., heard the story and promptly wired her registration fee to the college, becoming Student No. 3,000.

HISTORY of the United States is to be dramatized during a series of 10 international broadcasts written and produced by 30 undergraduate members of the Harvard Radio Workshop, project organized last spring by Archibald MacLeish, now Librarian of Congress. The programs, acted and directed by students, will be broadcast early in 1940 by WRUL and WRUW, Boston, international stations of World Wide Broadcasting Corp. Headquarters of the Workshop, where weekly script conferences are held by students, is in Holyoke House, and it is planned to equip the rooms with amplifying equipment for auditions and rehearsals and eventually for recording and broadcasting. At present students are using the facilities of World Wide Broadcasting Foundation.

NEW series of educational programs, titled *The Southern School of the Air*, is heard twice weekly on MBS under the auspices of the University of Kentucky. On Tuesdays at 2:45 p. m. *Chapters That Live* is broadcast, featuring outstanding chapters from the works of noted American writers, and on Thursdays, a two-part program is presented at 2:30 p. m., the first part consisting of *Folk Music of America*, and the second part, talks on *Propaganda in a Contemporary World* by Dr. J. B. Shannon, associate professor of political science at the University.

WBIG, Greensboro, N. C., has distributed its teachers' manuals in seven neighboring counties, and estimates that more than 1,000 teachers in the listening area are using the radio manuals in class work.

Radio Takes Heavy Role In British School Work

RADIO has been called upon to aid teachers as the juvenile population of London and other large British cities has been evacuated to the rural districts of the Brtish Isles. According to reports from London the demand for radio in the educational curriculum has advanced sharply with classrooms moved from the city to the country, where the new schools are manned by thousands of teachers from evacuated cities.

Radio has been brought into service to fill the gap left by abandonment of the city library, the motion picture, the museum and picture galleries, since the majority of the youth of Britain have become "country scholars", the British Broadcasting Corp. has stated. The city teacher, who heretofore had never been "sold" on radio as an educational supplement, is now said to be learning why the rural school cut off from facilities ordinarily available in the larger cities, has particularly benefited from the "microphone education" techniques.

TRANSCRIBED and broadcast on eight North and South Carolina stations, students of Presbyterian College, Clinton, S. C., are producing a series of dramas based on historical incidents in the development of the Palmetto State. The series is produced under supervision of Hugh Holman, director of radio for the college, who also has conducted the research for the program material. Stations carrying the transcribed programs are WAIM, Anderson, S. C.; WBIG, Greensboro, N. C.; WFBC, Greenville, S. C.; WIS, Columbia, S. C.; WOLS, Florence, S. C.; WSPA, Spartanburg, S. C.; WTMA, Charleston, S. C.; WWNC, Asheville, N. C.

WBT, Charlotte, N. C., has formed a local advisory committee of college presidents, high school principals and other local educational leaders, which is to meet regularly once each month to discuss cooperation by public schools and colleges with CBS and WBT educational programs. A special farm committee, composed of county farm agents, also will discuss the station's various farm educational features.

Radio-Educational Meeting on Coast

Weiss to Preside at Second California Roundtable

SEEKING closer coordination and a clearer interpretation of common problems, California radio executives and educators will hold their second annual Institute of Radio Dec. 7 on the campus of Southern California U in Los Angeles. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, that city, will preside as chairman and director. The one day session, starting at 1:15 p.m., will be divided into two sections, professional and general.

Mr. Weiss

The professional section, under chairmanship of authorities in their respective fields will include:

Commercial Problems: Audience Studies—Charles Brown, NBC western division sales promotion manager, Hollywood.

Writing, Production & Direction—Russ Johnston, KNX, Hollywood, program director.

Engineering Problems—C. M. Mugler, consulting engineer, Acoustical Engineering Co., Los Angeles.

Legal Problems—Louis E. Swarts of Swarts & Tannenbaum, attorneys, Los Angeles.

How to Use Radio in the Classroom—Mrs. Elizabeth Goudy, director of radio, Los Angeles County Schools.

The Library, Listener and Reader—Mrs. Mary Duncan Carter, director, Graduate School of Library Science, University of Southern California.

Panel Discussions

Three panel discussions are scheduled as part of the general session. Dr. A. S. Raubenheimer, dean of the College of Letters, Arts & Sciences, University of Southern California, will be chairman of the group considering How May Radio and Education Best Serve Each Other? A second panel, An Exchange of Viewpoints Between Broadcasters and Listeners, will be under chairmanship of Harrison Holliway, manager of KFI-KECA, Los Angeles. What Is Radio's Position as a Factor in a Democracy? will be discussed by the third group over which Don E. Gilman, NBC western division vice-president, Hollywood, will preside.

Donald W. Thornburgh, CBS Pacific Coast vice-president, is to be the principal speaker at the dinner meeting which will climax the one day meeting. He is to discuss Radio's New Code. Dr. Vierling Kersey, superintendent of Los Angeles City Schools, will also speak, having for his subject, Radio in Education.

The Institute of Radio was inaugurated last year by the University of Southern California at suggestion of radio station executives and educators, to serve as a medium for consideration of professional problems and the relation of radio to society.

Executive committee working with Mr. Weiss includes John Driscoll, manager, KRKD; Harrison Holliway, manager, KFI-KECA; Harry Maizlish, manager, KFWB; Calvin J. Smith, manager, KFAC; Leo B. Tyson, manager, KMPC; Donald W. Thornburgh and Don E. Gilman.

DRAMATIC CONTEST
WJSV Sponsoring Trophy for Local Thespians

WITH a WJSV Dramatic Award trophy to go to the winner, along with the chance for continuing dramatic experience on radio and stage, WJSV, Washington, will sponsor a competition among 15 local dramatic clubs to determine the best half-hour dramatic broadcast production. Under direction of Lloyd Dennis, WJSV program director, each of the groups will produce a 30-minute radio drama, with the dramatic critics of the four Washington daily papers acting as judges.

Contestants may use either scripts loaned by the station or their own adaptations for radio, and all WJSV production facilities will be placed at their disposal. To facilitate judging, a recording of each performance will be made available to each of the judges—Don Craig of the *Daily News;* Jay Carmody of the *Star;* Nelson Bell of the *Post,* and Andrew Kelley of the *Times-Herald.* When the broadcast series, to start soon after the first of the year, is completed, a select company will be chosen for experimental work in radio and on the stage next summer, under auspices of WJSV.

Influence of Broadcasts From Europe Analyzed

A STUDY of the influence in this country of shortwave broadcasts from Europe is to be conducted by the Princeton U School of Public and International Affairs, Dr. Harold W. Dodds, president of Princeton, announced Nov. 20. Describing the project as the investigation of "a new and significant weapon in international politics", Dr. Dodds explained the study will be carried on for a three-month experimental period under a Rockefeller Foundation grant and may continue if it proves practical.

For 10 hours each day foreign programs, particularly news bulletins and topical talks, will be received and analyzed as part of a program of research in public opinion and the influence of radio conducted by the School of Public and International Affairs. The study project, to be known as the Princeton Listening Center, will concentrate on broadcasts originating in France, Germany, Great Britain and Italy.

KDKA Makes Shift

NEW 50 kw. KDKA transmitter at Allison Park, Pittsburgh, dedicated Nov. 4, was placed in regular operation Nov. 21 at 7:11 p.m. during a special broadcast arranged for the event. A KDKA mobile field unit reported an increase of six decibels during the broadcast, while a committee of several hundred members of the Radio Servicemen's League, along with 26 publishers of Allegheny County daily and weekly newspapers, reported increases of from one to six times the signal strength of the former Saxonburg transmitter in home receivers. Wires from individual listeners were read in a special roundup program.

New.. PRESTO TURNTABLE
gives perfect reproduction of all makes of transcriptions

Here is a turntable designed for practical operating conditions in broadcasting stations where from two to five different makes of recordings are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NBC-ORTHACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of recordings as well as PRESTO instantaneous recordings. Thus you obtain a perfect, uniform reproduction of the full range (50-9,000 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-rubber tire driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 78 to 33⅓ RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accident and replaced for a few dollars.

Attractively finished in two tones of gray and chromium, the Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

Test of Video Sales In New York Suburbs

FIRST test by manufacturers of RCA television sets to ascertain if the public will buy sets at reduced prices was completed recently in the area around Newburg, N. Y., including Poughkeepsie and Middletown, with the successful sale of over 100 sets in less than a month, following a newspaper advertising campaign. No prices were quoted in the advertisements, although it is understood that $600 sets sold for $395, and $450 sets were reduced to $295.

Estimating that Newburgh and surrounding area has a population of approximately one-thirtieth of the New York area, it is probable that a similar policy will be attempted by set manufacturers in the New York market in the near future, and that sets will be reduced in price in 1940.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Compact Portable Video Transmitter Demonstrated by RCA in Washington

A NEW portable television unit, containing three cameras and all the equipment necessary to make an out-of-studio telecast and compact enough to be carried in two small trucks or station wagons, was introduced by RCA Nov. 30 and Dec. 1 in Washington, where a special demonstration was put on for members of the FCC.

Not only is the new unit much more compact than the pair of ten-ton trucks which comprise the mobile television unit used by NBC during the past year, but its cost is only one-fifth as much, approximately $25,000, as contrasted with a cost of about $125,000 for the larger outfit. Furthermore, it is claimed for the new outfit that it can more than duplicate any pick-up possible with the older apparatus.

Fading System

Included in the portable equipment are three scanning cameras, with their monitoring units and a master control panel, a power rectifier unit that uses ordinary house current (110 volts) so that it can be plugged into a power source almost anywhere, a 25-watt transmitter, an antenna, and the coaxial cable to connect each camera with the transmitter. Total weight of the apparatus without the cable is about 900 pounds, while the new type of cable weighs slightly under a pound a foot. This cable, incidentally, is only ⅞ of an inch in diameter, an inch less than the cable previously used. In addition to the lower weight, this factor is important in New York, where the electrical code permits cable less than an inch thick to be laid on the ground but insists that all cable of greater thickness must be strung overhead on special supports.

Another advantage incorporated into the new system is a device whereby two or more cameras can be plugged into the same master control so that they feed their signals simultaneously, permitting the operator to fade one picture into another by simply lowering power on the one and increasing it on the other. Previously, changes of scene necessitated sharp cutoffs, with fading impossible.

Uses Sharp Beam

The transmitter is built to operate on frequencies from 288 to 342 m.c., or roughly a wavelength of one meter. With its 25-watt signal focussed into a search-light beam by the new wedge-shaped antenna, this portable unit is said to be able to transmit a signal farther than the ten-ton truck equipment could, giving it a practicable range of well over 25 miles from the station's own transmitter.

If telephone lines are available to carry the remote signal to the main transmitter, the remote equipment needed is reduced to four compact cases, plus a camera, and the whole unit may be stowed easily into a taxi. At present lines can be cleared only on long notice, but it is anticipated that before long every city in which there is a television station will have a permanent network of telephone circuits available at all times for remote telecasts.

The new portable units have already been ordered by NBC, CBS and the Don Lee network, it is reported.

FCC Television Plans

At a press conference Nov. 29, FCC Chairman James Lawrence Fly asserted the Commission was now considering its policy on television but is not yet ready to decide allocation of frequencies to applicants. He declared the Commission planned to decide policy expeditiously and would not in any fashion impede introduction by procrastination. He pointed out that the obsolescence factors involved in both transmission and reception were important considerations and predicted that public hearings on the whole subject probably would be held, either on the Television Committee report itself or on proposed new rules dealing with the visual art.

Shoe Firm Tries Music

THOM McAN SHOE Co., which operates 645 outlets in 350 cities throughout the country, is testing wired music as an aid to the selling of shoes in two of its stores, in New York and in Washington, D. C. Wire Broadcasting Corp. of America furnishes the service for the New York store, and Tele-Vision-Music distributes the music for the Washington store. Although preliminary reports show patrons liking the concert type music supplied with no announcements or advertising, further studies of the reactions of both customers and sales staff are being made with a view to extending the service to other cities.

MULLING over details of the new educational series to start Dec. 3 on WCCO, Minneapolis, based on the Federal Reserve Banking System, are John N. Peyton, president of the Ninth District Federal Reserve Bank, Minneapolis; George Grim, author-producer of the weekly series, and Earl H. Gammons, general manager of WCCO, who originated the idea of dramatizing the Federal Reserve functions.

DRAMA IN BANKING
Provides Theme of Program Planned by WCCO

BUILT around the functions of the Federal Reserve System and dramatizing banking activities, WCCO, Minneapolis, is starting a series of 11 quarter-hour live talent shows on a sustaining basis Dec. 3. If the Sunday evening shows, written by George Grim, radio director of the *Minneapolis Star-Journal*, prove effective locally, it is hoped to develop the series into a network educational feature with the blessings of the Federal Reserve System. Transcribed versions of the first programs of the local series have been approved by the FRS board of governors in Washington.

The shows are to be simple and dramatic, each portraying a certain function of the Federal Reserve Bank and dramatizing actual incidents that have occurred in the Ninth Federal Reserve District, which includes Minnesota. The idea for the program originated with Earl Gammons, WCCO general manager, and the feature has been developed with the cooperation of John N. Peyton, president of the Ninth District Federal Reserve Bank in Minneapolis, who furnished the facts for the dramatizations.

Radio Normandie Accounts

RADIO NORMANDIE, French broadcasting station which ceased activities some weeks ago, is again operating as a commercial station with 15 and one-quarter hours of broadcasting time sold weekly, according to J. Walter Thompson Co., New York. Of the total commercial time, 10½ hours have been sold to J. Walter Thompson accounts, the programs consisting chiefly of recordings of American and English orchestras with brief commercial announcements. Sponsors include: R. S. Hudson Co. (Rinso); Lever Bros. (Lux); Hudson's Extracts; Horlicks Malted Milk, and Rowntree Co. (candy products).

THE NEWLY authorized station in Saginaw, Mich., to be licensed to Saginaw Broadcasting Co. [BROADCASTING, Nov. 1] will be known as WSAM instead of WMLG as originally announced.

You HELPED US PERFECT THIS NEW RECORDER..!

The new F-26-3, just out, was perfected on the firing line. It meets the demands of engineers for a precision instrument, *simpler to operate and easier to service:*

Amazing new cutterhead and network with a frequency response *flat to 8,000 cycles* (also available to fit Unit 199 and 220 Recorders, Model 2) • Instantaneous variation of pitch and direction of cut eliminate expensive feed screws – a Fairchild exclusive • 16" dynamically balanced turntable with direct synchronous drive assures split-second timing • Instant change from 78 to 33⅓ r.p.m. • New recording scale *in minutes* for all pitches and both OUT-IN and IN-OUT • Floating motor mount eliminates all vibration.

SEND TODAY FOR LITERATURE

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Miller Is Pleased At BMI Meeting

Says New York Stations Gave Music Plan Fine Welcome

UNANIMOUSLIY endorsing the NAB Broadcast Music Inc. project as the proper industry move at this time, more than 20 New York State broadcasters on Nov. 28 gave an enthusiastic reception to the plan as outlined by Neville Miller, NAB president; Sydney M. Kaye, attorney in charge of the organization of the new corporation, and Stuart Sprague, attorney representing NAB in New York, who assisted Mr. Kaye in this talk.

All station men who had authority to sign contracts obligating their stations to purchase stock in the new company, reported as numbering eight or ten, did so on the spot, while all other station representatives said they would urge similar participation from their principals on their return home.

To Announce Pedges

Names of stations that signed at the meeting were not disclosed, Mr. Miller explaining he would release a complete list of New York stations pledging themselves to purchase stock in a week or so, after time had been allowed for similar action by the other members of the group. Mr. Miller was delighted, he said, with the reception to his first attempts at stock selling and at such an auspicious beginning for his itinerary of similar district meetings throughout the country. Nine more such meetings, beginning with District 7, including Ohio and Kentucky broadcasters, in Dayton on Dec. 5, are scheduled between that date and Dec. 16, when he will return to Washington to catch up on his other NAB duties before starting out on his second barnstorming tour after the Christmas holidays.

Several of the broadcasters present at the all-day session, held at the Ritz Towel Hotel in response to the call of Harry C. Wilder, WSYR, director from the NAB District 2, including all broadcasters in the State, represented stations not at present members of the NAB, but they were just as enthusiastic about the music project as the members, it was reported. Meeting also discussed the NAB code, the AFM's new demands, the phonograph record license situation and other current industry problems, but took no formal action on any of these topics.

Present at the meeting were: William Fay, WHAM; Robert Soule, WFBL; Carl Calman, WINS; John T. Calkins, WENY-WESG; Clarence Wheeler, WHEC; E. H. Twamley and Cliff Taylor, WBEN; G. N. Woodman, WJZ; Cecil Masten, WNBF; Julius F. Seebach, WOR; John V. L. Hogan and Elliott M. Sanger, WQXR; Colin Hager, WGY; Richard E. O'Dea, WNEW; W. C. Alcorn and S. W. Caufield, WBNX; Donald Flamm, Edwin W. Schenning and Joseph Hautz, WMCA; E. K. Johnson, WIBX; Irving Collins and W. S. Reuman, WWRL; H. C. Wilder, WSYR; Samuel J. Gellard, WLTH; I. R. Lounsberry, WGR; E. N. Stoer, WINS; William S. Hedges, WEAF; Harold E. Smith, WOKO; John A. Kennedy, WCHS, legislative chairman of the NAB, and Messrs. Miller, Kaye and Sprague.

WSAL Hearing Is Set; Competing Application

HEARING on revocation proceedings against WSAL, Salisbury, Md., alleging failure to make full disclosure in connection with financial responsibility, was ordered Nov. 27 by the FCC following a request to that end made in behalf of Frank M. Stearns, licensee. The station was given a 60-day temporary extension of license.

Simultaneously, announcement was made of receipt of an application from the Delmarva Broadcasting Co. for a new station in Salisbury to operate on 1500 kc. with 250 watts fulltime. The principals were described as Robert N. Rogers, announcer and employe of WSAL, who would hold 50% of the stock; Paul E. Watson and William H. Morton, Salisbury bankers and businessmen, who would hold 25% each. Mr. Rogers is the son of Naylor Rogers, former general manager of KNX, Los Angeles, and a veteran broadcaster.

Sermon's Power

A SERMON on WLW, Cincinnati, by Rev. E. Howard Cadle, of Indianapolis, is reported to have caused Floyd Waters, of Dayton, O., to surrender to police Nov. 21 and allegedly profess participation in a $21,000 holdup last June at the Beverly Hills Country Club, near Cincinnati. A message broadcast Nov. 19 by Rev. Cadle, whose sermons are aired daily by WLW, brought Waters to Indianapolis to talk with the radio evangelist and prompted him to confess. Waters said he listened to the sermon at Dayton, O., where his wife is employed at Wright Field. He was one of five men participating in the holdup, according to officials. Three others are in custody at Newport, Ky., while the fifth is still at large.

Pletman Gets Control Of Radio Wire Concern

A. W. PLETMAN, vice-president of Radio Wire Television Corp. of America, New York, has acquired all interests in the company owned by John E. Otterson and Jarold West, former president and vice-president, respectively, and as its new president will continue the development of the major subsidiary, Wire Broadcasting Corp. of America. According to Reiss Adv., New York, agency handling the account, active Wire Broadcasting centers are now operating in New York, Boston, Newark, Pittsburgh, Philadelphia, Atlantic City and Washington.

Radio Wire Television Corp. was formed last August from a merger of holdings of Wire Broadcasting Inc., Wholesale Radio Inc. and the subsidiaries of these companies, for the purpose of supplying musical entertainment via wire to hotels, restaurants, night clubs, etc. [BROADCASTING, Aug. 1].

FIRST in Montana

with

5,000 Watts Full Time

KPFA, Helena and KRBM, Bozeman—bonus stations on your KGIR contract

BUTTE KGIR MONTANA

Amateurs' Rules Amended by FCC

Assignments Given to Various Groups by the Commission

AMENDMENT of rules and regulations governing assignment of amateur frequencies to particular types of operation was announced by the FCC Nov. 27, to become effective Dec. 1. Exclusive amateur (Section 152.25) and facsimile (Section 152.30) assignments are subject to change to "1750 to 2050" kc. in accordance with the Inter-American Arrangement Covering Radiocommunication, Havana, 1937. The amended rules follow:

Section 152.25. Frequencies for exclusive use of amateur stations.—The following bands of frequencies are allocated exclusively for use by amateur stations (in kilocycles):

1715 to 2000	56000 to 60000
3500 to 4000	112000 to 116000
7000 to 7300	224000 to 230000
14000 to 14400	400000 to 401000
28000 to 30000	

Section 152.27. Frequency bands for telephony.—The following bands of frequencies are allocated for use by amateur stations using radiotelephony, type A-3 emission:

1800 to 2000	112000 to 116000
28500 to 30000	224000 to 230000
56000 to 60000	400000 to 401000

Section 152.29. Television and frequency-modulation transmission.—The following bands of frequencies are allocated for use by amateur stations for television and radiotelephone frequency-modulation transmission:

112000 to 116000	400000 to 401000
224000 to 230000	

Section 152.30. Facsimile transmission.—The following bands of frequencies are allocated for use by amateur stations for facsimile transmission:

1715 to 2000	224000 to 230000
56000 to 60000	400000 to 401000
112000 to 116000	

Section 152.32. Types of emission.—All bands of frequencies allocated to the amateur service may be used for radiotelegraphy, type A-1 emission. Type A-2 emission may be used in the following bands of frequencies only:

56000 to 60000	224000 to 230000
112000 to 116000	400000 to 401000

Section 152.43. Modulation of Carrier Wave.—Except for brief tests or adjustments, an amateur radiotelephone station shall not emit a carrier wave on frequencies below 112000 kilocycles unless modulated for the purpose of communication.

KTOK, Oklahoma City, has started for the second year the educational feature, *Family Libe Forum*, heard Mondays, 3-3:30 p. m. (CST), from the campus of Oklahoma U in Norman. Conducted by Dr. Alice Sowers, of the University, the program features discussions of domestic problems and interests by University instructors.

A BLAZE AT WGY
Quenched by Engineers After 10-Minute Fight

PRESENCE of mind of operating engineers at WGY, NBC's Schenectady outlet, and the shortwave stations of General Electric, is held responsible for preventing a serious fire in the building housing the 50,000-watt station and its associated shortwave transmitters.

Saturday, Nov. 25, at 6:19 p.m., Robert Millham, engineer on WGEA, shortwave outlet, discovered flames leaping 15 feet from a control cable. The cable led through the transformer vault with its many thousands of gallons of oil. Despite the strong impulse to maintain service at any cost, all the engineers on duty immediately suspended service, shutting off all power input and went to work on the fire which might easily have gone beyond control. In ten minutes, the fire was extinguished, and five minutes later, after 15 minutes suspension of service, WGY returned to the air. The shortwave stations WGEA and WGEO were restored to service Sunday noon.

Prior to the fire WGY had lost only 90 seconds this year. Engineers who fought the fire were Robert I. Millham, Donald McElwain, Henry V. Vert, Ralph Yendell.

FTC Order

THE Federal Trade Commission on Nov. 25 ordered American Clinical Laboratories, Official Research Bureau of New York, Federal Research Corp., and Shelley Braverman, an individual, all of New York, to cease and desist from alleged misrepresentations in radio continuities and other advertising media pertaining to the sale and distribution of "Retardo", a proprietary. The FTC has issued a complaint against Fannie P. Fox, trading as Sure Laboratories, Chicago, for alleged misrepresentations of "Sure", a breath purifier, in radio and newspaper advertising. On Nov. 30 the FTC issued a complaint against Charles H. Phillips Chemical Co., New York, for alleged misleading representations in the sale of "Phillips' Milk of Magnesia Cleansing Cream" and "Texture Cream".

ENGROSSED in testing the RCA Orthacoustic recording equipment they installed in the NBC Hollywood studios as part of the new transcription service recently inaugurated on the West Coast are A. H. Saxton, NBC Western division engineer (left), and B. F. Fredendall, the network's New York audio-facilities engineer.

SCRIPTS BY NAB
Promote Giving of Radio Sets As Christmas Gifts

POINTING out that nearly 50% of the radio receivers in use today are more than five years old and that new sets are used more hours per day than vintage sets, the NAB has offered to its members three original quarter-hour dramatic scripts and a series of spot announcements designed to promote the purchase of radio receivers for Christmas gifts. The scripts, a part of the NAB's drive to increase listening and improve the quality of radio reception, were produced under the supervision of Arthur Stringer, of the NAB headquarters staff in Washington.

The quarter-hour dramatizations, each with a Christmas motif, are authorized for performance by NAB member stations. One drama, "Three Into One Will Go", has a cast of four; the second, "Who's Radio is This?", a cast of nine, and the third, "Dialer's Choice", a cast of six, in addition to an announcer for each. The spot announcements, also built around the Christmas idea, are confined to one or two voices.

Canada Not to Prohibit Newscast Sponsorship

Rumors current for some time in the Canadian broadcasting industry that an attempt was being made to stop the use of sponsored newscasts have now been definitely settled as the result of a meeting Nov. 17-18 between the board of governors of the Canadian Broadcasting Corp. and executives of the Canadian Association of Broadcasters at Ottawa. The CBC board told the CAB, it was learned, that there will be no ban on sponsored newscasts. No official statement was issued as to the results of the meeting.

The CAB asked a hearing on the subject, the result of which was a definite ruling by the CBC board that there is no intention of stopping the use of sponsored newscasts on privately-owned stations. It is understood that newspaper interests have been endeavoring to confine the broadcasters to the four-daily Canadian Press news bulletins, which cannot be sponsored. Canadian stations also use Transradio Press, British United Press and the *Christian Science Monitor* news services. The CAB was represented at the meeting by Harry Sedgwick, CFRB, Toronto, president; Joseph Sedgwick, K. C., Toronto, CAB counsel; and T. Arthur Evans, CAB secretary-treasurer, Toronto.

WSAI, Power Boosted, To Build New Radiator

SIMULTANEOUSLY with announcement by the FCC Nov. 27 of a grant to WSAI, Cincinnati, to increase nighttime power from 1,000 to 5,000 watts, General Manager Dewey Long announced that construction was to start immediately on a new directional antenna system, estimated to cost $30,000.

The new antenna system—composed of three 365-foot towers erected in a straight line 600 feet apart—is to be located north of Mount Healthy, adjacent to the Cincinnati city limits, and will replace the present antenna on Clifton Heights. The present WSAI transmitter, built several years ago, will be used in the new setup with addition of a phasing circuit to control the directive strength of the signal.

Mr. Fixit Honored

RECOGNITION of valuable community service through his *Mr. Fixit* program on WIL, St. Louis, was extended to Raymond Schroeder and the station through a resolution adopted Nov. 17 at the regular meeting of the Board of Aldermen of the City of St. Louis. The resolution, pointing to Schroeder's faithful attendance at Board sessions and his willingness to dispense accurate and useful information concerning all departments of the city government, expressed appreciation for his "useful, fair and interesting accounts" on the radio and other civic services as well as "the hope that this very valuable service may be continued".

HOWARD WILSON, head of Howard H. Wilson Co., representative firm, killed a buck deer weighing 160 lbs. during a hunting party Thanksgiving Day. Horace Hagedorn, head of the firm's New York office; Harlan Oakes, of the firm's Chicago staff, and Mrs. Wilson attended the Wisconsin hunt.

CKAC MONTREAL

Covers 90% of the population of the PROVINCE OF QUEBEC

CANADA'S BUSIEST STATION

IN

CANADA'S MOST UNIQUE MARKET

THE COLUMBIA STATION IN MONTREAL

U. S. & TORONTO, CANADA, JOE. H. McGILLVRA—MONTREAL, PHIL LALONDE

The Other Fellow's VIEWPOINT

EDITOR, BROADCASTING:

In order to correct the erroneous impression given by an article in the Oct. 15 issue, please be advised that we have never advocated the gratis renewal of radio operators' licenses upon nothing more substantial than studio control-room experience.

We did urge the Commission to consider the plight of the part-time transmitter man, the license-holders responsible for the ready availability of a station's auxiliary transmitter, and those who maintain and are potentially qualified to place mobile and pack units on the air upon short notice.

It was indeed gratifying to note that the FCC is crediting continuous service to broadcast engineers so engaged.

Respectfully,
EDGAR T. DARLINGTON,
American Communications Assn.,
Local 28, Philadelphia.

WTAL Temporary Grant

WTAL, Tallahassee, Fla., Nov. 27 was given a 90-day temporary license renewal by the FCC pending a hearing to determine whether the station has operated in accordance with FCC regulations. In its action, the FCC cited a number of issues, to determine the qualifications of Gilbert Freeman, principal owner and State official, to operate the station; whether information supplied the FCC on stock ownership was accurate; whether the station had improperly transferred, assigned or disposed of control in violation of the Act, and whether other regulations were being observed.

WINS Postponement

POSTPONEMENT for 60 days, from Nov. 27 to Jan. 29, 1940, of the hearing on the application for transfer of WINS, New York, from Hearst Radio Inc. to Metropolitan Broadcasting Corp., headed by Milton Biow, president of the Biow Co., advertising agency, was authorized Nov. 17 by Commissioner T. A. M. Craven, presiding at the Motions Docket.

CHRISTMAS SEALS

Help to Protect Your Home from Tuberculosis

Fly Holds Balance of Power

(Continued from Page 15)

effective last Aug. 1, provide for 25 clear channels. Consequently, before there could be a complete change of policy the regulations would have to be revised. That would entail a full legislative hearing. In the hearings last year on these rules the Clear Channel Group, representing a dozen stations, strongly opposed any further breaking down of such channels. Organized regionals and locals, however, pressed for their complete elimination.

In individual cases, however, the issue is destined to arise, and actions on them can be expected to serve as guideposts for the future. WHDH, Boston, goes to hearing Dec. 7 before Commissioner Case on its application for fulltime with 5,000 watts on the 830 kc. clear channel, to which KOA, Denver, is assigned. Owned by General Electric and program-managed by NBC, the Denver station will resist the application on clear channel service grounds. The Clear Channel Group is expected to support this move, though it has been denied the right to intervene under the newly-instituted intervention policy of the Commission.

500 Kw. Seen Unlikely

A number of other applications seeking to duplicate on existing clear channels also are pending. If and when they go to hearing they will provide additional tests of the Commission's position on the clear channel theory. Thus it is conceivable that the issue will be settled piecemeal—on individual applications rather than as a full-blown policy determination.

As for superpower, it is not likely by any stretch of imagination that the FCC would consider grants of more than the present maximum of 50,000 watts, as long as there remains on the statute books the Wheeler Resolution adopted at the last session, expressing it as the sense of the Senate that power in excess of 50,000 watts should not be granted because it tends toward monopoly.

Thus, on all policy matters, soft-spoken Chairman Fly holds the balance of power. It may be his vote —with either the "conservative" or the "radical" group—that decides these issues. His skill in keeping FCC controversy inaudible to the public is being hailed in official Washington as rather phenomenal, in contrast to the past. He had been forewarned in high Administration quarters of the antics he might expect, and, to date has used the information adriotly.

'Green Hornet' Roundtable

DEPARTING from the usual format of radio mystery dramas, the *Green Hornet* program, heard twice weekly on NBC, has started a regular monthly feature with "The Law and Order Round Table", a forum discussion on racketeering in America. Britt Reid, crusading young publisher in the dramatizations, speaks directly to the radio audience in the forums, asking them to participate in the sessions by writing in their views on existing conditions, and by contributing facts on local rackets which may flourish in their communities.

ENTHUSIASM for SALE!

NBC

K·A·N·S

WICHITA, KANSAS

ask

HEADLEY-REED CO.

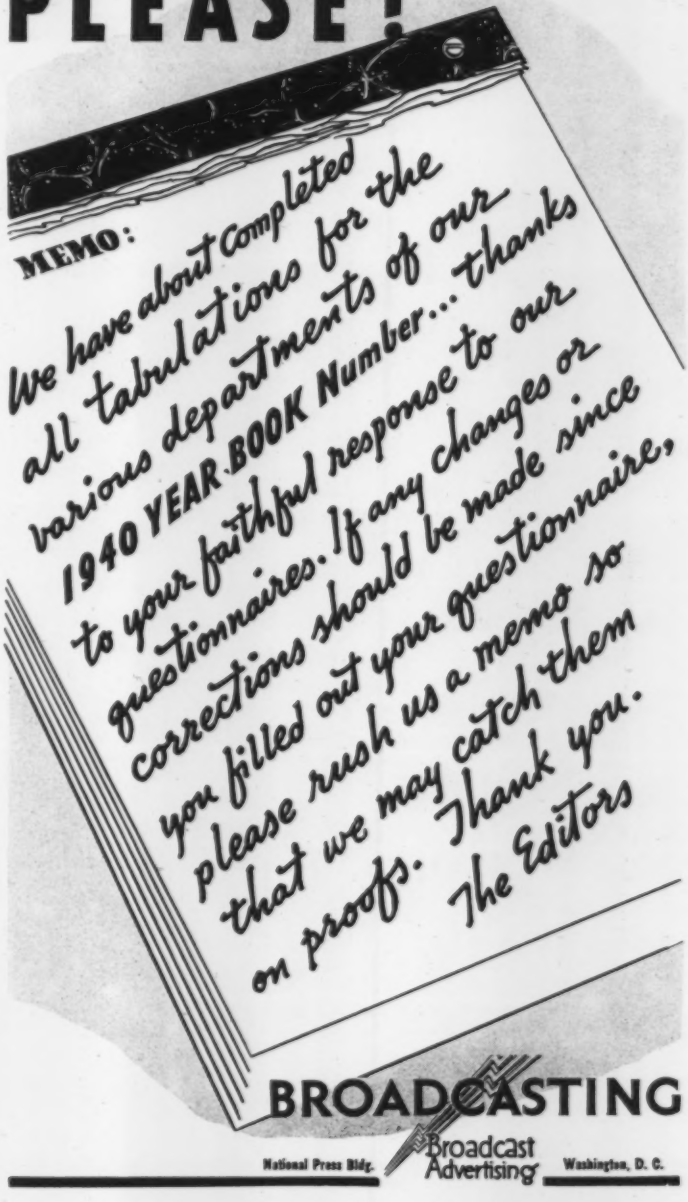
about

KRIC

Beaumont, Texas

They Know FACTS

ATTENTION, PLEASE!


MEMO:
We have about Completed all tabulations for the various departments of our 1940 YEAR-BOOK Number... thanks to your faithful response to our questionnaires. If any changes or corrections should be made since you filled out your questionnaire, please rush us a memo so that we may catch them on proofs. Thank you.
The Editors
BROADCASTING
National Press Bldg.
Broadcast Advertising
Washington, D. C.

Impasse Reached In Discussion of Music Contracts

Negotiations Collapse After AFM Withdraws Proposal

(Continued from Page 14)

AFM wanted an increase of $1,500,000 per annum in expenditures by affiliates for staff musicians.

"Nov. 6, IRNA sent notice of this development to all affiliates and requested views for guidance, and asked that figures of last year's gross be certified to Ernst & Ernst.

"In response IRNA has received only about 40 letters and the accountants have received about 80 statements. However, IRNA directors have been flooded with letters, telegrams and phone calls.

"The general tone of these communications has been to criticize IRNA for approaching AFM, to demand that all dealings be left between stations and locals, to complain of the operation of the present Plan of Settlement, and to protect against being committed by IRNA to even a renewal on present terms.

"Nov. 17, the IRNA board met in New York and instructed its officers to communicate substantially these views to AFM.

"Nov. 20, the IRNA Executive Committee met with the International Executive Board of AFM and read and delivered to President Weber the letter dated Nov. 20, 1939, copy of which was sent to you by Joseph L. Miller of NAB in his NAB Labor Letter the next day. This letter notified AFM of the views of affiliates as above expressed and further informed AFM that owing to these views IRNA is not in a position to negotiate for the industry.

"Nov. 23, AFM handed its reply to the Chairman of IRNA. Copy is enclosed herewith. It withdraws the demand made on IRNA.

"IRNA now feels therefore that it has carried out the wishes expressed by the large majority of affiliates who were opposed to IRNA's current activity.

"As you will see from the AFM reply, however, the attack will now come from another front. AFM gives notice that a new proposition will have to be made by the industry to follow the deal which expires Jan. 17, 1940. Otherwise, AFM will notify its locals to instruct their members that after that date no service will be performed by members of AFM for networks or network affiliates.

"Evidently, this is in response to the demands of affiliates that all future negotiations be local, not national.

"If carried out it means a termination of all network music on that date.

"The IRNA Executive Committee feels it has now left the matter apparently in the shape in which most affiliates want it. IRNA will therefore do nothing further and withdraws from participation in AFM negotiations.

"The next move, if any, is up to you.

"IRNA is at your service if you wish, but its resources are quite limited as, to date, only about 70 stations have paid the modest dues authorized at the Chicago convention."

* * *

What Arnold Said

The observations of Assistant Attorney General Arnold, made Nov. 19 in a letter to the Central Labor Union in Indianapolis, while directed to the building trades, nevertheless was in the nature of an exposition of legitimate rights of labor unions, whatever their nature. The question arose following recent indictment of a number of building union leaders under the Sherman Act.

Mr. Arnold pointed out that only such boycotts, strikes or coercion by labor unions having no reasonable connection with wages, hours, health, safety, the speed-up system or establishment and maintenance of the right of collective bargaining will be prosecuted.

Listed in his letter were five types of "unreasonable restraint" against which the Department proposes to proceed and which he said illustrate concretely "the practices which in our opinion are unquestionable violations of the Sherman Act, supported by no responsible judicial authority whatever".

Among these were enumerated unreasonable restraints designed to prevent the use of cheaper material, improved equipment, or more efficient methods; those designed to compel the hiring of useless and unnecessary labor (regarded as particularly apropos in the musicians' situation); those designed to enforce systems of graft and extortion: those designed to enforce illegally fixed prices, and those designed to destroy an established and legitimate system of collective bargaining."

Dorothy Thompson, syndicated newspaper columnist, analyzed the Arnold letter in the light of the AFM situation as it affects the theater, calling the musicians' union a "notorious case in point." Producers of plays, she said, are constantly being "held up" by the union, required to have quotas of musicians whether they perform or not. She recited an instance in which the performance of the musicians consisted of "reporting at the correct hour and playing cards back stage".

WHEN WKRC, Cincinnati, Nov. 27 passed from ownership of CBS to the *Cincinnati Times Star*, Hulbert Taft Jr., 32-year old son of the publisher of the newspaper, took over the station's management [See story on page 36].

Traffic Silence

AS PART of the campaign to prevent traffic accidents in St. Louis, inaugurated by Mayor Bernard F. Dickman, all radio stations of the city observed a one-minute silence on Thanksgiving Day at 2:35 p.m. as a memorial to traffic victims in the city during the last year. During the emergency campaign, which runs until Jan. 1, 1940, the seven St. Louis stations also are using special spots warning drivers and pedestrians, talks by traffic authorities and dramatizations of special traffic cases.

LOCAL No. 75, American Federation of Musicians, treated WHO employes to a five-pound box of candy as a Thanksgiving expression of cooperation shown the union by Central Broadcasting Co. WHO has a contract with the local to use only union musicians.

Hooper Reports Extended

EXTENSION of the Hooper Radio Reports to include a Pacific Coast edition becomes effective in December following choice of Hooper's proposal to the October meeting of the Pacific Coast branch of the AAAA. Coincidental technique will be used, covering 8 a. m.-10 p. m. in Los Angeles, San Francisco, Portland and Seattle.

GETTING PRESS COOPERATION

WPTF Conducts Mail Survey Among Papers and Obtains Many Favorable Replies

TO CLOSE the gap between radio and newspapers in its listening area, WPTF, Raleigh, N. C., recently conducted a mail promotion which increased its potential newspaper cooperation by 350%. In a pair of letters mailed to 90 newspapers, both dailies and weeklies, B. Walter Huffington, WPTF publicity director, called attention to the findings of the recent *Fortune* magazine survey of readership habits regarding radio columns [BROADCASTING, April 1] and offered editors their choice of stories about stars and programs, weekly program releases, or mats.

The letters, designed so editors could simply check off their choice of copy to be furnished by the station, were accompanied by a stamped self-addressed envelope. Of 90 papers contacted, 22 replied. Of the 22 replies, 16 (73%) were favorable to the idea of helping promote WPTF local and network programs in their columns, and only six were unfavorable.

Of the 16 papers replying favorably, four said they would use program schedules; two, schedules and mats; two, stories and mats; four, mats only; three, program schedules only; and one, program schedules and stories. Including the two local weeklies already cooperating and two other daily papers included among the 16 favorable replies, WPTF reports that it now has the definite cooperation of 18 papers in its listening area—five dailies and 13 weeklies located in 12 North Carolina counties.

Court Rules Gives CBS Appeal Right

FCC Is Denied Dismissal of Appeals in KSFO Case

AFTER a year of consideration, the U. S. Court of Appeals for the District of Columbia on Nov. 29 denied motions of the FCC to dismiss the appeals of KSFO, San Francisco, and CBS, from the FCC decision refusing assignment of the KSFO license to the network. The case now will be tried on the merits.

In a 2 to 1 opinion, with Associate Justice Stephens dissenting, the court held that stations can appeal from FCC decisions on transfer applications. The majority opinion, written by Associate Justice Miller and concurred in by Chief Justice Groner, had the effect of overturning a prior opinion in the so-called Pote (WMEX) case in Boston, involving a transfer, in which the court had held that an appeal could not be taken under the law as it was then written and prior to its amendment in 1930. Since that time, however, the majority pointed out the law had been amended and that to the extent that the decision in the Pote case may be in conflict with the new conclusions, "it is overruled".

Basic Issue Untouched

The majority's action does not dispose of the basic issue—whether CBS can acquire KSFO under a $25,000 per year lease plus one-seventh of the station's gross annual income above $175,000. The Commission on Oct. 20, 1938 denied the voluntary assignment wholly on the premise that the lease carried a provision for return of the license to the lessor at the expiration of the lease period.

The majority said that if CBS had filed an application for a station license requesting the same facilities used by KSOF, denial of the application would, without question, have brought the applicant within the range of the law. The practical result of the Commission's contention, then, it said, is that by arranging for an assignment, frankly revealing the arrangement to the Commission and complying in every possible way with the statutory requirements governing assignments, "Columbia has deprived itself of a right of judicial review, which it would clearly have possessed if its application had been an outright request for the facilities of another station. This is not a sensible result and could not have been the intention of the statute."

In a strong dissent, Associate Justice Stephens held that in the Communications Act Congress substantially reenacted the provision for appeal contained in the 1930 statute, except that it added language permitting an appeal from the refusal of an application for a construction permit. He said the law is well settled that reenactment of a statute which has received a judicial construction will be presumed to be an adoption by the Legislature of such construction. He held that the Pote decision was a conclusive construction of the 1930 Act, particularly since the Supreme Court had denied certiorari on it. He said he disagreed with the majority that the change in the statute makes the Pote case no longer applicable.

WHEN seven of the Army Air Corps' flying fortresses departed from Langley Field, Va., recently on a goodwill flight to Rio de Janeiro, WRVA, Richmond, carried as a special events feature an account of the takeoff scene direct from the field and conversations between ground officers and those in the planes after the takeoff. The program was recorded and later fed to MBS. As part of the program Brig. Gen. Arnold Krogstad (right), commanding general, 2d Wing, GHQ Air Force, was interviewed by Irvin Abeloff, program service manager of WRVA.

SAVED BY PLAMBECK
WHO Farm News Editor Goes To Rescue at Fire

HERB PLAMBECK, farm news editor of WHO, Des Moines, is eligible for at least an honorary commission in the Rural Firefighters League, if there be such an organization.

Last month while he and Mrs. Plambeck were cruising along Iowa country roads, Mrs. Plambeck noticed a small spot of fire on the roof of the house on the Fred Hummel farm in Jasper County. Rushing up the drive, the Plambecks found only an elderly hired man at home.

Snatching a flashlight and a bucket of water, Plambeck hurried to the attic while his wife filled all containers available to assist in the firefighting and called the Monroe fire department. Combined efforts of WHO's farm news department and the professional firefighters extinguished the blaze with little damage done.

Jett Orders F-M Study

FOLLOWING a conference Nov. 28 with Maj. E. H. Armstrong, on his system of frequency modulation, FCC Chief Engineer E. K. Jett ordered an engineering study which will compare F-M potentialities with amplitude modulation. Consideration will be given to allocation aspect and band-width requirements, in relation to improved quality, since the system requires a substantially wider channel. The study also will cover prospective use of F-M for services other than broadcasting to which high frequencies already have been allocated, such as police, aviation and marine.

Duck Season Promotion

TIMED for distribution coincident with the opening of Tennessee's duck hunting season Nov. 22, WHBQ, Memphis, wadded a promotional slip into empty shotgun shells which were delivered by Western Union messengers directly to local prospects. Ducks, shown flying with $-marked pocketbooks in their bills, headed the slip, whose text pointed out that it was open season for customers, as well as ducks, and that WHBQ's radio messages could bag these customers.

Late Personal Notes

HERSCHEL DEUTSCH, formerly in charge of radio advertising for L. C. Gumbinner Adv. Agency, New York, has accepted an executive position with the Joseph Katz Co., New York.

J. W. PEPPER, formerly of McCann-Erickson, New York, has established his own advertising agency, J. W. Pepper, Inc., at 500 Fifth Avenue, New York. Telephone number is Longacre 5-1200. No other details as to personnel or accounts will be released until the first of the year.

WILLIAM MEREDITH, Chicago production man, has been named producer of the Ralston-Purina transcription series titled *Checkerboard Time*. The discs are being cut by World Broadcasting System. Mr. Meredith succeeds M. P. Wombold, who has joined the production staff of Transcontinental Broadcasting System, New York.

LEONARD KAPNER, general manager of WCAE, Pittsburgh, is the father of a boy born in November.

BERNARD L. SCHUBERT, sales representative of Phillips H. Lord organization, on Dec. 2 will marry Doris F. Schulman at her home at 270 Park Ave., New York.

CLAIR HULL, manager of WDZ, Tuscola, Ill., expects to return to his office in early December following an attack of measles.

JACK BURNETT, of the sports and continuity departments of WGN, Chicago, has resigned and has announced no future plans.

TOM JOHNSON, commercial manager of KTOK, Oklahoma City, recently was appointed captain of the 120th Quartermaster Regiment of the Oklahoma National Guard, and also an honorary colonel on the staff of the Governor of Oklahoma.

BEN K. PRATT has resigned from NBC's New York publicity staff, where he has been in charge of publicity for the Blue Network, effective Dec. 2, to become director of publicity for the Thomas E. Dewey Campaign for President.

ROSS EVANS, formerly in charge of radio publicity for the United Council during its Bowl of Rice Party, is now with the radio division of the Committee for the Celebration of the President's Birthday, 50 E. 42nd St., New York City.

RALPH ROYAL GIFFEN, of Sacramento, Cal., and Albert P. Burke, of Boston, have joined the staff of Kasper-Gordon Inc., Boston—the former writing *Little by Little House*, a new syndicate series for furniture stores, and the latter writing *Minut-Drama* scripts.

A. J. BALFOUR, formerly of CKCK, Regina, Sask., has been appointed manager of CJAT, Trail, B. C., according to an announcement by B. A. Stimmel, president of CJAT.

CHARLES K. FEINBERG, formerly of WQXR, New York, *American Hebrew* Magazine and Art Metal Works, New York, has been appointed vice-president of A. W. Lewin Co., Newark advertising agency.

JOHN KUCERA, formerly of NBC, New York, has joined the time-buying department of Young & Rubicam, New York.

CHARLES STEVENS, formerly of the Cleveland office of Radio Advertising Corp., has been transferred to the firm's New York office. His successor in Cleveland has not been named.

BARRY T. RUMPLE, chief statistician of the NBC research department, has been appointed administrative head of the department.

E. A. CHAPPELL is now manager and W. E. Dunkelbarger commercial manager of WGNY, Newburgh, N. Y., recently sold by Peter Goelet to the Speidel Newspapers Inc., publishers of the *Poughkeepsie Courier* and other newspapers. Janet Lamb is program director and Patrick Simpson chief engineer. Staff includes Richard Crans, chief announcer; Joseph Rake and William Jenkins, salesmen; William Snow, Stanley Carey and Gene Rubessa, announcers; Alma Forrest and Mrs. Lillian Powers, continuity writers; William Bucher, transmitter operator, and Tedd Corney and Jack Stotesbury, operators.

READ WIGHT, Chicago manager of WBS, is father of a boy born Nov. 19.

Ohio Valley Santas

A MECHANICAL Santa Claus is helping WCKY, Cincinnati, promote the Christmas spirit. Operated by remote control, the puppet utilizes a concealed interoffice communicating system, the operator hearing questions and answering them through lips of the dummy. The miniature Santa is three feet high and appears at Cincinnati gatherings. Another holiday stunt is the tour of towns in the primary area of WWVA, Wheeling. Every evening a town is visited, sponsored by Cooey Bentz Co., the State's largest furniture store.

Recordings of Toscanini Are Given to Library; NBC Explains Position

A SET of off-the-air recordings of the complete 1937-38 series of concerts of the NBC Symphony Orchestra under the direction of Toscanini has been presented to the New York Public Library. Gift was made by Electus D. Litchfield, Mrs. Vincent Astor, Walter M. Naumberg and Marshall Field. They obtained the records from Irving London and Gordon Macy who, with eight friends, recorded the programs from the air and made 12 pressings of each master. Of these extra sets, one was presented to the library.

In response to questioning, NBC issued the following official statement: "NBC has always attempted to protect its property rights in its programs. These programs are built with all the skill and experience of NBC technicians and use the expensive equipment developed by NBC. It has always been the policy of NBC, and we reaffirm it, that we will take whatever steps, which in our judgment may be necessary to protect any property rights which we may have in programs that are recorded and offered for sale."

While there was no official amplification of this statement, it was learned that since the gift had already been made and since the recording had been given and not sold to the library, NBC would not institute any action against the recorders, who, it is understood, have agreed not to make any further recordings of the Toscanini programs in the future.

WENY

ELMIRA, N. Y.

IS NOW ON THE AIR

Started Operating Sunday, November 26

- Mutual Network
- 250 W—1200 Kc.—Full Time
- 425' Blaw-Knox Antenna
- 150,000 Listeners

Owned and operated by
Elmira Star-Gazette, Inc.
Elmira, N. Y.

National Representatives
J. P. McKinney & Son
New York—Chicago

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street
New York City

Riggio Tobacco Series

RIGGIO TOBACCO Corp., New York, on Nov. 15 started four spot announcements weekly for the new king-size cigarettes, Regents, on WCAU, Philadelphia, WGY, Schenectady, and WTAM, Cleveland. On Nov. 24 the company started a weekly program of songs by Ted Steel accompanying himself on the Novachord on WOR, Newark, and is also sponsoring six United Press news periods weekly on WHN, New York. M. H. Hackett, New York, is the agency.

'Your Protege'

EVERYONE claiming he knows a promising "young hopeful" who ought to be on the radio has a chance to exhibit his protege during the new series of weekly programs titled *Your Protege* on WNEW, New York, with Zac Freedman as m.c. Most popular performer on each program will be booked for one week on the stage of the Adams Theatre in Newark, where the broadcasts originate, and the season's winner will receive a screen test.

Specializing in RECORDED Spot Announcements for LOCAL Advertisers

We Supply SCRIPT · CAST SOUND EFFECTS

Walter Patrick Kelly
RKO Bldg • Radio City • New York

Military Grid Classic

ARMY and Navy men at Asiatic stations are going to hear a play-by-play description of the annual Army-Navy football game for the first time this year. By special request of the authorities, the entire game will be rebroadcast to Asia the morning of Dec. 3 over KGEI, General Electric's international shortwave station on Treasure Island in San Francisco Bay. The game will be played in Philadelphia Saturday, Dec. 2. Because Saturday afternoon in Philadelphia is early Sunday morning the next day in the Orient, the NBC description of the game will be recorded and rebroadcast early Sunday morning. This will bring the game to the service men in the Orient Sunday evening for their annual celebrations.

SYSTEM OF wired television, known as "Tele-Sales", and tested for the past year at Bloomingdale's Department Store, New York, is under consideration by several other department stores for installation about Feb. 15, 1940, according to American Television Corp., distributor, producer and manufacturer of the system. Negotiations are now under way with the necessary minimum group of advertisers necessary to defray costs of installation by the following stores: Goldblatt Bros., Chicago; Thalheimer Bros., Richmond; Boston Store, Milwaukee; Filene's, Boston, and Abraham & Straus, Brooklyn.

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RCA
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FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Expert sports announcer who is capable of handling regular studio shift for progressive Southern station with network affiliation. Give full particulars in reply. Box A619, BROADCASTING.

Salesman: Experienced radio salesman for splendid opportunity in town of 125,000 located in the east. Write full particulars as to qualifications. Box A612, BROADCASTING.

Salesmen—Group of stations operating under same management has two positions available for experienced time salesmen. Good opening for right men with opportunity for advancement. Write in full detail Box A620, BROADCASTING.

Situations Wanted

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A610, BROADCASTING.

Announcer-Engineer, Press Operator, 11 years experience. Best references. Box A615, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A611, BROADCASTING.

Capable Announcer desires position with small station. Develop programs, write continuity. Box A609, BROADCASTING.

Commercial Operator, Radiophone first, control room and telegraph experience. Good references. Box A604, BROADCASTING.

Chief Engineer—19 years experience—exceptional background—desire opportunity to present my qualifications. Box A607, BROADCASTING.

Broadcast Engineer with 5 and 50 kw. transmitter and studio control experience. Graduate E.E. Excellent references. Box A618, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A614, BROADCASTING.

Situations Wanted (Cont'd)

Salesman—Young, Single, College Graduate, Experienced, CAN PRODUCE. Employed at present time by regional network. References. Go Anywhere. Box A616, BROADCASTING.

Radio Engineer seven years experience, control room, recording, sound and transmitter now employed with network desires opportunity with large station. Box A605, BROADCASTING.

Four years experience announcer engineer. Press College training. Present chief engineer. Desire change. Nothing under $100 per month earning more at present. Box A606, BROADCASTING.

Announcer—All sports, special events, news, staff announcing and singing. Successful service man and copy writer. Now with middle western regional, desires advancement. References and personal interview on request. Box A608, BROADCASTING.

Wanted to Buy

WANTED 5 KW Transmitter complete in good condition must be recent model not over five years old. Write full particulars and best cash price to Box A617, BROADCASTING MAGAZINE.

For Sale—Equipment

Field intensity meter—RCA 75 B, latest model. Excellent condition, sacrifice for cash. Box A621, BROADCASTING.

For Sale 2 Western Electric heavy-duty transcription turntables. $50.00 each. WCSC, Charleston, S. C.

4 RCA transcription reproducers. LIKE NEW. (2 vertical, 2 lateral—3 diamond stylii, 1 steel stylus) complete with arms, filters, transformers, switch-over tone controls, ball-bearing brackets. Cost $500. Box A613, BROADCASTING.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

FURGASON, WALKER MERGE REP FIRMS

THE TWO station representative organizations of Gene Furgason Co,. New York, and Wythe Walker & Co., Chicago, have amalgamated their interests, forming a new corporation to be known as Furgason & Walker. Offices will be at 551 Fifth Ave., New York, and 360 N. Michigan Ave., Chicago, with arrangements for branch offices in St. Louis, Detroit and the West Coast now under way.

R. L. Furgason, formerly with the Wythe Walker & Co. in New York, and previously sales manager of WLW, Cincinnati, has joined the new company, while Arch Kerr of the Chicago office of Gene Furgason Co. will be associated with the firm in Chicago.

Stations to be exclusively represented by Furgason & Walker are: WHBF, Rock Isand, Ill.; KTFI, Twin Falls, Ida.; KSEI, Pocatello, Ida.; WELI, New Haven; WATR, Waterbury; WABI, Bangor, Me.; KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.; WSAN, Allentown; WTAD, Quincy, Ill.; WLAW, Lawrence, Mass.; WSAR, Fall River, Mass.; KOAM, Pittsburg, Kan.; KUOA, Siloam Springs, Ark.; WHB, Kansas City; KTRI, Sioux City, Ia.; WCOS, Columbia, S. C.; WBRK, Pittsfield, Mass.; WIND, Gary, Ind.; KMPC, Beverly Hills, Cal. Non-exclusive stations include WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

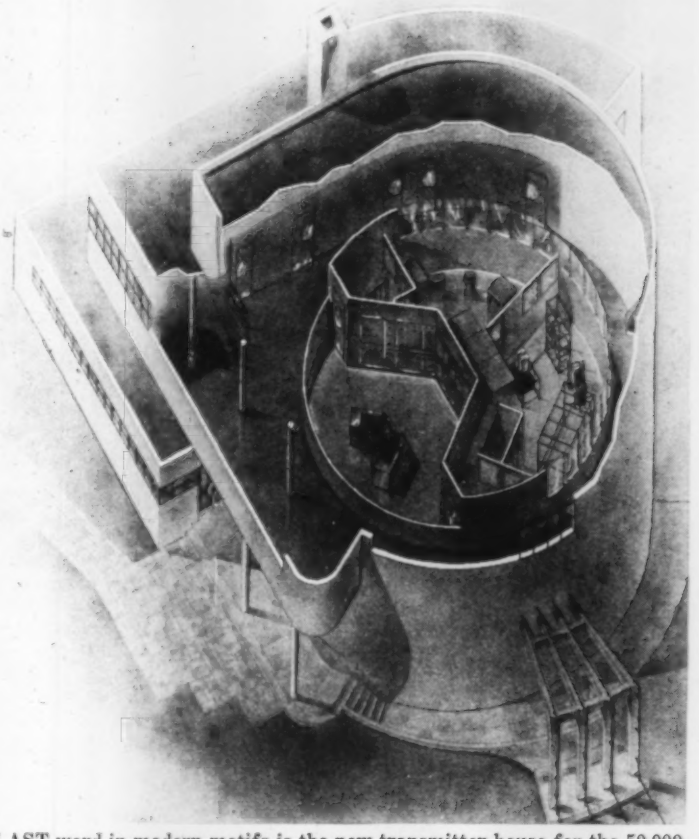
Modernization Campaign Is Planned for KMPC

WITH THE FCC having authorized KMPC, Beverly Hills, Cal. to operate fulltime on 710 kc. with regional power, G. A. (Dick) Richards, owner, announced that approximately $100,000 will be spent on station improvements. They will include studio and technical equipment, new towers, transmitter and other facilities.

KMPC has acquired the 360-foot RCA transmitter and vertical radiator formerly used by KECA, Los Angeles, and has applied to the FCC for permission to use that equipment as well as the former tower site at 81st and Compton Sts. Studios and executive offices of KMPC will continue at Camden Drive and Wilshire Blvd. for the time being and the present staff will be augmented, according to Leo B. Tyson, general manager. With completion of improvements KMPC will join CBS as an affiliate becoming the second outlet for that network in Los Angeles county. CBS owns and operates KNX, Hollywood. Under the new authorization KMPC will operate on 1,000 watts night and 5,000 day fulltime [BROADCASTING, Nov. 15].

Lulu Belle, Scotty in Movies

LULU BELLE and Scotty, singing hillbilly stars of WLW, Cincinnati, are to be starred in the Republic moving picture, "The Village Barn Dance", on which production starts in Hollywood early in December. Following their successful appearance in the movie, "Shine On Harvest Moon", earlier this year, the pair have been under contract since August with Republic pictures for two productions. Portraying their regular studio roles in the new picture, they are to be supported by NBC's *Kidoodlers;* Don Wilson, announcer on the *Jack Benny* program, and Vera Vague, radio chatterbox.



LAST word in modern motifs is the new transmitter house for the 50,000-watt equipment of WJSV, Washington. The architect's drawing presents a cutaway view of the structure, located at Suburban Wheaton, Md. The new transmitter is expected to go on the air about Jan. 15.

Peoria Court Upholds Mu$ico

(Continued from page 16)

received regarding legality of variations of the program. A number of the plans, it was indicated, are border-line and it is not unlikely that a slip will develop, in which an element of "consideration" would be involved, making it a lottery. In such event, the authorities unquestionably would step in. Among the new ideas are those contemplating use of city directories, rather than telephone books, for selection of prize winners, while in yet another case, the proposition is to make everyone within the reach of the United States mails eligible for prizes. The *Pot Of Gold* program is restricted to telephone subscribers while in the case of the *MU$ICO* program, the factor involved is song identification on a sort of "Bingo" variation basis [BROADCASTING Oct. 15].

Violation Claimed

Clef, in its complaint, brought out that WMBD had refused to perform its 13-week contract unless compelled by order of the court, on the ground that the program violates the Federal laws relating to lottery broadcasts and the postal regulations. Clef added it had made preliminary arrangements to merchandise the *MU$ICO* program in other areas and that if it is not permitted to fulfill its undertaking to broadcast the series over WMBD, it will suffer "irreparable injury in its ability to sell or produce its said program in other areas in the United States."

It brought out also that the service of WMBD was unique and could not be obtained elsewhere, since it is the only station in Peoria and since great numbers of people became familiar with *MU$ICO* in that area. It asked the court to require WMBD to specifically perform its contract.

WMBD countered with an answer in which it admitted all of the allegations in the complaint and said that Clef would be entitled to specific performance of its contract if the program did not violate the Federal statutes. It contended that the program violated both the Communications Act and the postal regulations, and specifically quoted the lottery provision of the Communications Act against broadcasting of any advertisement of or information concerning lotteries, gift enterprises, or similar schemes offering prizes dependent in whole or in part upon lot or chance. It held that it should not be required to perform its contract in violation of the Federal statutes.

Clef then filed a motion to strike the answer, on grounds of legal insufficiency which the court followed.

Order of Court

The text of the court's decree is as follows:

This matter having come on to be heard upon the complaint of Clef Inc., a corporation, plaintiff, and the answer of Peoria Broadcasting Co., a corporation, defendant, and the motion to strike said answer on behalf of the plaintiff, and the court having heard the arguments of counsel and being fully advised in the premises, having heretofore stricken the answer of said defendant for legal insufficiency, and having found that the program specifically described in the complaint, known as the MU$ICO program, does not violate any Federal statutes or those Federal statutes specifically cited as 47 U. S. Code 316, 18 U. S. Code 336, and 18 U. S. Code 387, and the defendant, by its counsel, in open court having elected to stand by its answer, and having admitted and confessed in such answer that all of the allegations of the complaint are true and correct, and having again admitted in open court that all of said allegations of the complaint are true and correct, the court upon consideration thereof, having heard the arguments of counsel for the respective parties, finds that it has jurisdiction of the subject matter and of the parties hereto, and that the matters and things set forth in said complaint are true and correct. The court further finds that the MU$ICO game and the radio program described in the complaint do not violate any statutes or laws of the United States of America, and that the contract relating thereto between plaintiff and defendant should be specifically enforced.

It is, therefore, ordered, adjudged and decreed by the court that the defendant, Peoria Broadcasting Co., a corporation, be and it is hereby required and directed to specifically perform its contract with plaintiff, Clef Inc., a corporation, acting through its authorized agent or agents, and to furnish radio broadcasting facilities to said plaintiff, acting through its authorized agent or agents, for the 30-minute periods commencing at 8:30 p.m. and continuing until 9 p.m. on Friday, Nov. 24, 1939, on Friday, Dec. 1, 1939, on Friday, Dec. 8, 1939 and on Friday, Dec. 15, 1939, for the presentation of plaintiff's MU$ICO program advertising the products of Kroger Grocery & Baking Co., a corporation, in the manner as provided by contract between said parties, and as specifically set forth in the complaint in this cause.

On Nov. 28, Judge Daily added to the decree the following paragraph, on petition of the plaintiff:

The court further finds that no consideration of any kind is required, or derived, directly or indirectly, from any participant in such musical game and the radio program described in the complaint, and that such game, as described in said complaint, constitutes a game of skill and not a game of chance.

Building New CBM Transmitter

GROUND has been broken at Marieville, Quebec, about 25 miles southeast of Montreal, for a new transmitter building for CBM, Montreal. A 525-foot vertical radiator is being erected by the Canadian Bridge Co., and a modern building is being erected for a new 5 kw. RCA transmitter to operate on the present frequency used by CBM—960 kc. The move is being made to locate nearer the center of the English-speaking population of Quebec Province, and because a 525-foot vertical radiator cannot be erected at Laprairie, present site of CBM's transmitter, because Laprairie is on a main aviation route.

COSMIC ray impulses and a powerful radio signal from WOR, Newark, were combined on Nov. 28 to light the world's largest aircraft beacon at La-Guardia Field, New York's municipal airport at North Beach, Queens, the event featured on a special broadcast on WOR from 5:45-6 p.m. The tone signal produced by a cosmic ray counter clicking on an oscillator was relayed from the Hayden Planetarium, New York, to WOR so that the radio audience might hear the sound as well as the accompanying ceremonies.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 15 TO NOVEMBER 29, INCLUSIVE

Decisions . . .

NOVEMBER 15

MISCELLANEOUS — KHBC, Hilo; KGMB, Honolulu, granted mod. licenses to Hawaii Bcstg. System; WLNH, Laconia, N. H., granted license increase to 250 w; WCOS, Columbia, S. C., granted license new station 100-250 w 1370 kc unl.; WISE, Asheville, N. C., granted license new station 1370 kc 100 w; WJPR, Greenville, Miss., granted license new station 1310 kc 100-250 w unl.; KSAN, San Francisco, granted license increase to 250 w.

NOVEMBER 16

WMBR, Jacksonville, Fla.—Denied CP change to 1120 kc 500 w 1 kw unl.

NEW, F. W. Meyer, Denver—Granted CP 1310 kc 100-250 w unl.

NEW, Seaboard Bcstg. Corp., Savannah—Dismissed as in default applic. CP 1310 kc 100-250 w unl.

NOVEMBER 17

MISCELLANEOUS — WMAX, Macon, Ga., denied extension temp. auth. unl. time; KGER, Long Beach, Cal., dismissed without prejudice petition intervene Bcstg. Corp. of America applic., Riverside, Cal.; KFRU, Columbia, Mo., granted intervention Stephenson, Edge & Korsmeyer applic., Jacksonville, Ill., but denied enlargement of issues; Metropolitan Bcstg. Corp., New York, granted continuance 60 days from 11-27-39 hearing on applic. assign WISN license from Hearst Radio Inc.

NOVEMBER 21

NEW, Vincennes Newspapers Inc., Vincennes, Ind.—Granted CP 1420 kc 100 w unl.

WJMS, Ashland, Wis.—Granted CP 1370 kc 100 w unl.

NEW, Yuba-Sutter Bestrs., Marysville, Cal.—Denied reopening of proceedings and adopted proposed findings denying applic. CP 1320 kc 250 w unl.

KQV, Pittsburgh; WNBC, New Britain, Conn.—Granted KQV auth. 1380 kc 1 kw unl. directional, and granted WNBC 1 kw unl., directional N.

NEW, Kentucky Bcstg. Corp., Louisville—Ordered to show cause by 12-5-39 why CP should not be recalled for lack of financial qualifications etc.

KPDN, Pampa, Tex.—Granted mod. license to 100 w unl.

KGFL, Roswell, N. M.—Granted mod. license to unl.

WHMA, Anniston, Ala.—Granted CP increase to 250 w.

WKZO, Kalamazoo—Granted mod. CP change antenna, increase N to 1 kw.

WOW, Omaha—Granted CP move trans., new equip., increase N to 5 kw.

WROL, Knoxville—Granted auth. transfer control to S. E. Adcock.

WBNS, Columbus — Granted CP high-freq. F-M.

KFXD, Nampa, Id.—Granted mod. license to 250 w.

WGIL, Galesburg, Ill.—Granted mod. license to 250 w unl.

WMEX, Boston; KTRI, Sioux City, Ia.; KDRO, Sedalia, Mo.; WCOS, Columbia, S. C.; KTSM, El Paso; WDAH, same—Granted mod. licenses N to 250 w.

MISCELLANEOUS — WHDH, Boston, Commissioner authorized to preside at hearing re applic. increase to 5 kw; KIEV, Glendale, Cal., assigned Walker to preside at hearing on applic. renewal, in Los Angeles; WSPA, Spartanburg, S. C., denied extension effective date final order Docket No. 5451; WBHP, Huntsville, Ala., renewal applic. set for hearing; KRSC, Seattle, amended order re CP applic. change equip., increase power, etc., re transmitter site; Gateway Bcstg. Co., Louisville, denied hearing on rehearing WGRC applic. increase hours.

TEMPORARY RENEWALS — KCRJ, Jerone, Ariz.; KFXD, Nampa, Id.; KWJB, Globe, Ariz.; KOME, Tulsa; WBRY, Waterbury, Conn.; KGBU, Ketchikan, Alaska; KVOS, Bellingham, Wash.; WBAX, Wilkes-Barre, Pa.; WJRD, Tuscaloosa, Ala.

NOVEMBER 22

WOLS, Florence, S. C.—Granted license increase to 250 w.

KORE, Eugene, Ore.—Same.

WARD, Brooklyn—Granted license move trans., antenna, etc.

KMED, Medford, Ore.—Granted license new equip., increase D to 1 kw.

KVAN, Vancouver, Wash.—Granted license 880 kc 250 w D.

KUMA, Yuma, Ariz.—Denied indefinite postponement hearing re revocation KUMA license.

NOVEMBER 24

MISCELLANEOUS—NEW, Richard T. Sampson, Riverside, Cal., granted leave withdraw applic. without prejudice; WROL, Knoxville, granted continuance hearing; WSUN, St. Petersburg, Fla., granted intervention WROL case; Joseph W. Engel, Chattanooga, granted intervention Lookout Mountain Co. case; Dixie Bcstg. Corp., Legrange, Ga., granted intervention Valley Bcstg. Co. case; Helen L. Walton, Walter Bellatti, Jacksonville, Ill., granted intervention applic. Stephenson, Edge & Korsmeyer, Jacksonville.

NOVEMBER 27

WMAL, Washington—Granted CP move trans. to Bethesda, Md., new equip., directional increase 250-500 w to 5 kw directional.

WTAQ, Green Bay, Wis.; KLZ, Denver; KSCJ, Sioux City, Ia.; WDRC, Hartford, Conn.; WSAI, Cincinnati; WPRO, Providence—Granted CPs increase N to 5 kw directional.

WSPD, Toledo; KGIR, Butte, Mont.; KFPY, Spokane—Granted CP increase N to 5 kw.

KHSL, Chico, Cal.—Granted CP increase to 500 w 1 kw.

KLCN, Blytheville, Ark.—Granted voluntary assignment license to Fred O. Grimwood.

WIP, Philadelphia—Granted amended CP move trans., directional antenna, increase to 5 kw directional.

KGB, San Diego—Granted amended CP move trans., new antenna, increase to 5 kw.

KVGB, Great Bend, Kan.—Granted CP increase to 250 w unl.

WHUB, Cookeville, Tenn.—Granted mod. CP new antenna, increase N to 250 w.

WHKY, Hickory, N. C.—Granted mod. CP move trans., new antenna, increase N to 250 w.

WKRC, Cincinnati—Granted voluntary assignment license from CBS to Cincinnati Times-Star Co.

KFDM, Beaumont, Tex. — Granted mod. license N to 1 kw.

KRKD, Los Angeles—Same.

WTAL, Tallahassee—Renewal applic. set for hearing re stock ownership and ownership, granted 90-day extension pending hearing.

NOVEMBER 28

KEX, Portland, Ore.—Granted mod. license to 1160 kc unl.

KOB, Albuquerque—Granted mod. license to unl.

SET FOR HEARING—KXL, Portland, Ore., CP move trans., studio, new equip., change to 740 kc 10 kw ltd. directional; KTRB, Modesto, CP move trans., new radiator, increase to 1 kw ltd.; WSAL, Salisbury, Md., granted 60-day extension license subject to revocation order and Commission's final action.

MISCELLANEOUS — NEW, Sentinel Bcstg. Corp., Syracuse, denied rehearing applic. Civic Bcstg. Corp., Syracuse, granted Oct. 5; NEW, Palm Radio Co., Fort Meyers, Fla., denied reconsideration of grant 10-3-39 without hearing of Fort Meyers Bcstg. Co. applic. new station; KIEV, Glendale, Cal., denied reconsideration action setting renewal applic. for hearing; WSOC, Charlotte, N. C., notified no renewal or extension applic. has been received for license expiring 12-1-39; KERN, Bakersfield, Cal., and KOH, Reno, oral argument set for 12-14-39 re proposed findings in Nos. 5435, 5490.

TEMPORARY RENEWALS — KFQD, Anchorage, Alaska; WMFR, High Point, N. C.; KFPW, Fort Smith, Ark.; WHK, Cleveland; KSUB, Cedar City, Utah.

NOVEMBER 29

KNEL, Brady, Tex.—Granted mod. license to 1500 kc 100-250 w unl.

NEW, Gateway Bcstg. Co., Louisville—Denied CP 880 kc 500 w unl.

MISCELLANEOUS — W3XO, Washington, granted F-M license conditionally; WBTH, Williamson, W. Va., granted license increase to 250 w unl.; WMFR, High Point, N. C., granted license increase to 250 w; WNOE, New Orleans, granted mod. license to WNOE Inc.

Proposed Decisions . . .

NOVEMBER 21

WAPO, Chattanooga; WJBO, New Orleans—WJBO granted CP 1 kw unl. 1120 kc; WAPO granted auth. change to 1120 kc 500 w 1 kw unl., directional N.

NOVEMBER 29

NEW, M. C. Reece, Phoenix, Ariz.—Granted CP 1200 kc 100-250 w unl.

Applications . . .

NOVEMBER 15

WTIC, Hartford—Mod. exp. auth. Simul.-KRLD unl. on 1040 kc, directional N.

KOVO, Provo, Utah—Mod. license to 250 w N & D

WMCA, New York—CP increase to 5 kw, move trans.

KLUF, Galveston—CP change 1370 kc to 250 w to 500 w 1 kw.

WHKY, Hickory, N. C.—Mod. CP increase to 250 w, change trans.

KGFI, Brownsville, Tex.—Mod. license to 250 w N & D.

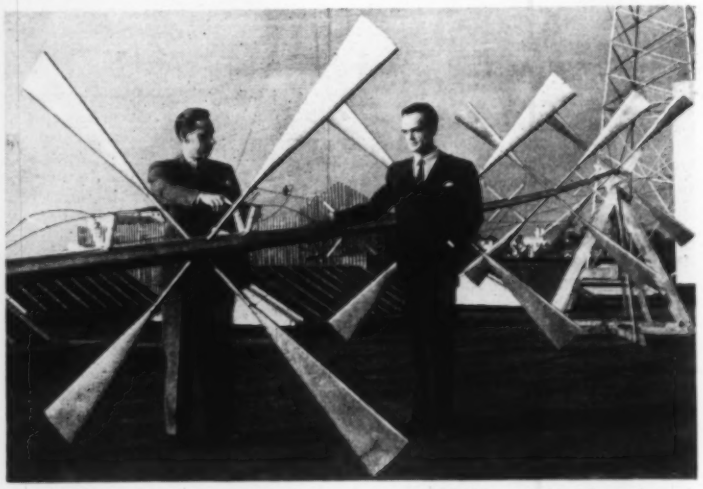
WSUN, St. Petersburg, Fla.—Mod. license to 5 kw N & D.

KGA, Spokane—CP increase to 10 kw, move studio.

NOVEMBER 17

KGMB, Honolulu—Mod. CP change freq., etc., to 5 kw N & D, change name to Hawaiian Bcstg. System.

WKAR, East Lansing, Mich.—Mod. CP as mod. increase power etc., for new trans.



PADDLE shapes designed to give greater definition to television pictures on a wide broadcasting band are an unusual feature of this 60-foot vertically stacked antenna of four elements built in Los Angeles by Harry R. Lubcke (left), television director of Don Lee Broadcasting System, for Thomas S. Lee (right), president, and owner of the West Coast's only television transmitter, W6XAO, located in that city. The unusual device, which differs greatly in electrical design from all previous antennas, is made of duraluminum and will be set upright on a high building roof so the horizontal paddles will spread signals over a wider ground area.

WJBW, New Orleans—CP increase to 250 w.

KABC, San Antonio—CP new trans., antenna, change to 710 kc 10 kw.

NEW, Dixie Bcstg. Corp., La Grange, Ga.—CP 1310 kc 250 w unl.

WKY, Oklahoma City—CP increase to 5 kw N & D, directional N.

WJPR, Greenville, Miss.—Mod. license N to 250 w.

WISN, Milwaukee—CP new trans., directional, increase to 5 kw N & D.

KOIL, Omaha—CP directional N, increase to 5 kw N & D.

NEW, Midland National Life Ins. Co., Watertown, S. D.—CP 1210 kc 250 w unl., asks KWTN facilities.

WDWS, Champaign, Ill.—Mod. license N to 250 w.

KGEZ, Kalispell, Mont.—CP new trans., change to 1380 kc 1 kw.

KUJ, Walla Walla, Wash.—CP move trans., new antenna, change to 1390 kc 1 kw, contingent KRLC applic. for 1370 kc.

NOVEMBER 18

NEW, Henry Joseph Walczak, Springfield, Mass.—CP television station 1550 kc 250 w.

WSOO, Sault Ste. Marie, Mich.—Mod. CP new station re antenna, trans.

NEW, Kingsport Bcstg. Co., Kingsport, Tenn.—CP 1370 kc 250 w unl.

WGCM, Gulfport, Miss.—CP new antenna, increase to 250 w N & D, move trans.

KVAK, Atchison, Kan.—Mod. license to spec., amended to 100 w unl.

WGRC, New Albany, Ind.—Mod. license move main studio to Louisville.

NEW, Balaban & Katz Corp., Chicago—CP television station 1 kw unl.

KVCV, Redding, Cal.—CP new trans., increase N to 250 w.

NOVEMBER 21

NEW, North Jersey Bcstg. Co., Paterson—CP 900 kc 1 kw D.

NEW, Miami Valley Bcstg. Corp., Dayton, O.—CP 1 kw high-freq.

NEW, Helen L. Walton, Walter Bellatti, Jacksonville, Ill.—CP 1370 kc 250 w unl.

NOVEMBER 22

NEW, Henry Joseph Walczak, Springfield, Mass.—CP television 1550 kc 250 w unl., amended to 1650 kc.

WHIO, Dayton, O.—CP change antenna, trans., increase N to 5 kw, move trans.

KXOX, Sweetwater, Tex.—License new station.

KFRO, Longview, Tex.—Mod. CP as mod. change freq., increase power, change hours, further requesting new trans., increase to 5 kw.

WHB, Kansas City—CP new trans., antenna, increase 1 to 50 kw., move trans.

NOVEMBER 24

WAZL, Hazleton, Pa.—Mod. CP increase power, to install new trans.

WPAD, Paducah, Ky.—CP new trans.

NEW, Gainesville Bcsters., Gainesville, Ga.—CP 1210 kc 250 w unl.

KEX, Portland, Ore.—Mod. license to 1160 kc unl.; CP new trans., directional antenna, change to 1160 kc, increase to 50 kw unl., move trans.

KTRB, Modesto, Cal.—Mod. license to ltd. to WSB, 250 w N & D.

KOB, Albuquerque—Mod. license to unl., contingent KEX applic.

KUTA, Salt Lake City—Mod. CP new equip., to increase to 250 w.

ad decisions

NOVEMBER 28

NEW, Howitt-Wood Radio Co., Binghamton, N. Y.—CP high-freq., 1 kw.

KABR, Aberdeen, S. D.—CP new trans., change antenna, increase to 5 kw N & D.

KTAR, Phoenix, Ariz.—CP directional antenna, new trans., increase to 5 kw.

KFXM, San Bernardino, Cal.—CP new trans., antenna, increase to 250 w.

NEW, S. Jersey Bcstg. Corp., Vineland, N. J.—CP 1500 kc 250 w unl.

NEW, Delmarva Bcst. Co., Salisbury, Md.—CP 1500 kc 250 w unl.

WCNC, Elizabeth City, N. C.—Vol. assignment license to Albermarle Bcstg. Co.

WISE, Asheville, N. C.—Mod. license to 250 w.

KFVS, Cape Girardeau, Mo.—Mod. license to 1370 kc unl.

WEBQ, Harrisburg, Ill.—Mod. license to unl., asking KFVS facilities if KFVS is granted unl. time on 1370 kc.

NOVEMBER 29

WJEJ, Hagerstown, Md.—CP increase to 250 w.

WCBA, Allentown; WSAN, Allentown—CP new trans., directional, increase to 5 kw.

WOWO, Fort Wayne—CP increase to 50 kw unl.

KTUC, Tucson, Ariz.—Mod. license to 250 w N & D.

KICA, Clovis, N. M.—Mod. license to unl.

Network Accounts

All time EST unless otherwise indicated.

New Business

BROWN & WILLIAMSON TOBACCO Co., Louisville, (Sir Walter Raleigh pipe tobacco), on Nov. 26 started *Home Town, Unincorporated* on 19 split NBC-Red stations, Sun., 10:30-11 p. m. Agency: Russel M. Seeds Co., Chicago.

CHAMBERLAIN Laboratories, Des Moines (lotion), on Nov. 19 started untitled program on 15 CBS stations in the Midwest, Sun., 2:30-2:55 p. m. Agency: L. W. Ramsey Co., Davenport.

H. FENDRICH Co., Evansville, Ind. (cigars), on Jan. 14 resumes for 13 weeks *Smoke Dreams* on 14 NBC-Red stations, Sun., 2-2:30 p. m. Agency: Ruthrauff & Ryan, Chicago.

ROBIN HOOD FLOUR MILLS, Montreal, on Nov. 23 started weekly band concerts by His Majesty's Canadian Grenadier Guards from Montreal on 34 Canadian Broadcasting Corp. stations. Agency: James Fisher Co., Montreal.

NATIONAL LEAD Co., San Francisco (paints) on Feb. 10 starts for 39 weeks, *Answer Auction*, on 12 CBS West Coast stations, Sat., 8-8:30 p. m. (PST). Agency: Erwin Wasey & Co., San Francisco.

CUMMER PRODUCTS Co., Bedford (Energine cleaner), on Jan. 26 starts *What Would You Have Done?* on 41 NBC-Blue stations, Fri., 9:30-10 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

E. I. duPONT de NEMOURS & Co., Wilmington, Del., on Jan. 2, 1940, will resume *Cavalcade of America* on NBC-Blue, Tues., 9-9:30 p.m. Agency: BBDO, N. Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury toiletries), on Jan. 3, 1940, renews *Hollywood Playhouse* on 59 NBC-Red stations, Wed., 8-8:30 p. m. (reb. 9:30 p. m.). Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (hand lotion), on Dec. 31 renews *Jergens Journal* with Walter Winchell on 60 NBC-Blue stations, Sun., 9-9:15 p. m. (reb. 12 midnight). Agency: Lennen & Mitchell, N. Y.

F. W. FITCH Co., Davenport, Ia. (shampoo), on Jan. 7, 1940, renews *The Fitch Bandwagon* for 52 weeks on 77 NBC Red stations, Sun., 7:30-8 p. m., EST. Agency: L. W. Ramsey Co., Davenport.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 7, 1940, renews *Fitch Bandwagon* on 77 NBC-Red stations, Sun., 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

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Wrigley on Yankee

WILLIAM WRIGLEY Co., Chicago (Double Mint gum), soon after Jan. 1 will start a half-hour Sunday evening show titled *Spreading New England's Fame* on the Yankee Network. The institutional program will feature Billy B. Van, comedian, as ambassador of goodwill. A variety program, outstanding local personalities who have contributed to New England's progress will participate. Neisser-Meyerhoff, Chicago, is agency.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 1, 1940, renews *Blondie* on 42 CBS stations, Mon., 7:30-8 p. m. Agency: Wm. Esty & Co., New York.

ANDREW JERGENS Co., Cincinnati (hand lotion), on Dec. 31 renews *The Parker Family* on 60 NBC-Blue stations, Sun., 9:15-9:30 p. m. (reb. 12:15 a. m.). Agency: Lennen & Mitchell, N. Y.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 6, 1940, shifts *Bob Crosby's Orchestra* from 92 CBS stations, Tues., 9:30-10 p. m. to 81 NBC-Red stations, Sat., 10-10:30 p. m., discontinuing *Benny Goodman*. Agency: Wm. Esty & Co., New York.

MARS Inc., Chicago (Milky Way candy bars), on Nov. 27 shifted *Dr. I. Q.* to Denver on 32 NBC-Red stations, Mon., 9-9:30 p. m. Agency: Grant Adv., Chicago.

JOHN P. MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Nov. 19 shifted *Bob Becker's Dog Chats* on 30 NBC-Red stations, Sun., from 3:45-4 p. m. to 5:15-5:30 p. m. Agency: Henri, Hurst & McDonald, Chicago.

CHESEBROUGH MFG. Co., New York (vaseline products), on Dec. 6 shifts *Dr. Christian*, on 61 CBS stations, Wed., 10-10:30 p. m. (EST), from Hollywood to New York for four weeks or more.

McClatchy Affiliations Are Realigned by NBC

REALIGNMENT of the affiliations of the McClatchy stations on the West Coast with NBC [BROADCASTING, Nov. 15] has been completely worked out, to go into effect Jan. 1, 1940, it is reliably reported, although the official announcement is being held up pending actual exchange of contracts, expected momentarily.

Under the new arrangement KOH, Reno, now affiliated with CBS, on Jan. 1 will join NBC as an optional station, available with either Red or Blue Network.

The California Valley Group—KFBK, Sacramento; KWG, Stockton, and KERN, Bakersfield—now affiliated with NBC but available only as a group with Pacific Coast Red or Blue, on Jan. 1 will be added to the Coast Basic Blue Network, and the special discounts allowed advertisers using Blue supplementaries will apply to these stations as well. They will, however, continue to be available to advertisers in connection with the Red Network, subject to a 28-day recovery clause for use by Blue advertisers.

KMJ, Fresno, which was added to the Pacific Coast Basic Red last spring, continues without change.

New WBS Subscribers

WORLD Broadcasting System has announced the following 18 new stations which have contracted recently for its recorded library service: WGPC, Albany, Ga.; WATL, Atlanta; WSAI, Cincinnati; WGAR, Cleveland; WBNS, Columbus, Ohio; WCNC, Elizabeth City, N. C.; KUIN, Grants Pass, Ore.; WHOP, Hopkinsville, Ky.; WKNY, Kingston, N. Y.; WDMJ, Marquette, Mich.; WMOB, Mobile, Ala.; KWOC, Poplar Bluff, Mo.; KPAC, Port Arthur, Tex.; KEUB, Price, Utah; KWKH, Shreveport, La.; WTSP, St. Petersburg, Fla.; CKCL, Toronto.

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HOTEL FLORIDIAN . . . . . Tampa
USEPPA INN . . . . . Useppa Island
GASPARILLA INN . . . . . Boca Grande
EVERGLADES INN . . . . . Everglades
ROD & GUN CLUB . . . . . Everglades
HOTEL ROYAL WORTH . . . . . W. Palm Beach
HOTEL DIXIE COURT . . . . . W. Palm Beach
HOTEL LAKELAND TERRACE . . . . . Lakeland

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Law to Prohibit Race Results on Radio Is Studied

Wires Also Would be Affected; Nationwide News Dissolved

By LEWIE V. GILPIN

LEGISLATION to outlaw minute-to-minute horse racing results from all communications media, including radio, may be considered, Attorney-General Murphy indicated Nov. 17 when he announced that the Justice Department is studying the entire communications field with an eye on the use made of wires and radio by bookmakers in obtaining horse racing news. Mr. Murphy indicated the Department will act swiftly and with full penalties against any communications agency trying to furnish such information to gamblers.

Although the FCC has announced no action on its own right in the matter, it has been cooperating with the Justice Department in gathering information on the dispensation of racing news, particularly from the telephone angle.

Trial Scheduled

The announcement by Attorney-General Murphy followed on the heels of dissolution in mid-November of the wire systems of Nationwide News Service, track tip service controlled by M. L. Annenberg, publisher of the *Philadelphia Inquirer* and of *Radio Guide*. Mr. Annenberg and the wire service face five Federal indictments stemming from operation of Nationwide News Service. Trial is expected early in December.

Although he made no statement as to other proceedings against definite individuals, the Attorney-General declared the Justice Department would focus particular attention upon racing news transmitted via radio stations and public voice telephone lines, especially calls made from race tracks to central locations in various cities and relayed through the local exchange service to bookmakers. While he stated that the use of radio was being studied in this connection, he denied a report that the Department had any evidence about "certain broadcasting stations" sending out racing reports in violation of the law.

FCC participation thus far has been confined largely to an advisory capacity. Early in November Commissioner Walker conferred with the Attorney General, discussing developments in the light of the Annenberg case in Pennsylvania, but no official action or attitude of the FCC has been brought to light. It is believed, however, that stations devoting a good share of their broadcast day to reports of the off time, odds and results of horse races at tracks all over the country may be hailed before the FCC.

Despite dissolution of Nationwide News Service, Mr. Murphy's statements indicate a belief on the part of the Justice Department that this alone does not solve the problem as well as a desire to move in and destroy other tipster systems which may arise before they can get a foothold. Although no definite legislation has been announced, some statutory solution probably will be set before Congress for consideration during the next year, likely resting on a provision prohibiting the dissemination of racing news in violation of State laws. However, since such a Federal statute would become ineffectual if gambling interests succeeding in getting State legislatures to repeal State laws prohibiting distribution of racing news, some proponents of Federal intervention through statute favor an all-inclusive Federal law amounting to an out-and-out prohibition of all minute-to-minute racing reports on all communications media, including radio.

Lottery Angle

Another possible solution to the problem appears in one of the indictments facing Mr. Annenberg, according to the Justice Department. If the lottery indictment against the wire service holds up in trial, it was pointed out, distribution of all such race news could be classed as a violation of the Federal anti-lottery laws and could be prosecuted with no need for further legislation.

Several plans of communication were being considered by bookmakers after discontinuance of Nationwide Service, it was reported. Radio stations which have been transmitting racing news and results were being used in various sections of the country, but authorities have been quick to recognize that they were broadcasting this news merely to the general public and not to any gambling establishments. In Florida it is reported bookmakers received returns via shortwave from Cuba, and it was rumored several Mexican border stations might be engaged by bookmakers to supply racing news service for the West and Midwest. It also is known that portable shortwave transmitters have been used at some tracks to send results to neighboring cities.

"Headlines of 1939"

TEN outstanding news events of 1939 will be broadcast again this year by the three networks, the stories selected by local newspaper editors from cities all over the country. NBC will broadcast its *Headlines of 1939* on Dec. 31; CBS its *Ten Best Stories of 1939* the evening of Dec. 30, and MBS will present *1939 in Review* on New Year's Day. Winning selections will be announced shortly.

"Behave quietly, children, father will be rehearsing with the New York Philharmonic Orchestra in a minute."

From Etude

Experts at Ease

REAL poultry, dressed for cooking, appeared before the microphone of WNAX, Yankton, S. D., recently during the broadcast of the first of a new series of farm broadcasts, *Farm Hi-lites*. Charles Worcester, WNAX farm service director, used the birds not as a stunt, but to make the poultry experts appearing on the program feel more at home and to enable them to more easily describe various grades of poultry to listeners.

MILLER SOLICITING FINANCES FOR BMI

ARMED WITH formal registration of the $1,500,000 Broadcast Music Inc. project with the Securities & Exchange Commission, under which an industry-owned music supply is planned to counter ASCAP, NAB President Neville Miller has begun a nationwide tour to solicit the funds. With $400,000 of the $1,500,000 fund due from NBC and CBS, his effort will be to seek commitments and pledges from individual stations amounting to $1,100,000. The revised itinerary of district meetings, still not complete, was announced Nov. 28 as follows:

District 1, Boston, Dec. 6; District 2, New York City (held Nov. 28); District 3 (city not selected), first week in January; District 4, Richmond, Dec. 16; District 5, Jacksonville, January date not set; District 6, Nashville, Jan. 2 or 3; District 7, Dayton, Dec. 5; District 8 and 9 combined, South Bend, Dec. 6; District 10, Omaha, Dec. 8; District 11, Minneapolis, Dec. 13; District 12, Tulsa, Dec. 11; District 13, Dallas, Jan. 5; District 14, Denver, Dec. 9; District 15, San Francisco, Jan. 10; District 16, Los Angeles, Jan. 9; District 17, Portland, Ore., Jan. 12.

Stanco Renews on 52

STANCO Inc., New York (Mistol, Nujol) has renewed its five-weekly quarter-hour transcribed serial, *Meet Miss Julia*, on a list of 52 stations. Daggett & Ramsdell (cosmetics) has renewed on eight stations the five-weekly quarter-hour disc *Career of Alice Blair*. McCann-Erickson, New York, handles the accounts.

Hollister Named As Head of KFBI

To Supervise Shift to Wichita; Remains KANS President

HERB HOLLISTER, president of KANS, Wichita, on Jan. 1 also assumes the vice-presidency and general management of KFBI, Abilene, Kan., which has an FCC authorization to move to Wichita. The popular young broadcaster will serve as executive head of both stations and will supervise removal of KFBI, a 5,000-watt limited time station on 1050 kc., expected to be completed by mid-January.

Appointment was made by the board of the Farmers & Bankers Broadcasting Corp., licensee of KFBI and subsidiary of Farmers & Bankers Life, headed by State Senator H. K. Lindsley. Senator Lindsley asserted Mr. Hollister was selected because of his standing in the Wichita community, which he joined three years ago coincident with the establishment of KANS, in which he is part owner.

K. W. Pyle, manager of KFBI for the last several years, will continue with the station as Mr. Hollister's chief assistant. Selection of the active manager of KANS has not yet been announced by Mr. Hollister.

One of the best known figures in the industry, Mr. Hollister is active in the NAB, and is the present director from District 12, comprising Kansas and Oklahoma. He is the former owner and manager of KCKN, Kansas City, Kan., but sold the station three years ago to the Capper interests coincident with establishment of KANS. He is an engineer by profession. KANS is owned in equal shares by Mr. Hollister, Don Searle, general manager of Central State Broadcasting Co., and Charles K. Theis, Wichita business man.

Turner Heads Series

CONTINENTAL BAKING Co., New York, has named Col. Roscoe Turner, noted aviator and trophy winner, as m.c. for *Sky Blazers*, the new weekly program for Wonder Bread dramatizing the exploits of pioneer aviators, which starts Dec. 9 on CBS, Saturdays, 7:30-8 p. m. Benton & Bowles, New York, is agency.

Radio Events Signs Dunsany

RADIO EVENTS, New York, has announced that it will be exclusive American representative in the radio field for Lord Dunsany, noted British playwright, effective immediately. In announcing the appointment, Joseph M. Koehler, president of the company, stated that Lord Dunsany is the first of a number of internationally known classicists of the theatre to be handled by Radio Events.

New UP Subscribers

UNITED PRESS has announced the following new subscribers, some already using its service and some to start in December: WMAN, Mansfield, Ohio; WMC, Memphis; WSPB, Sarasota, Fla.; WFTL, Fort Lauderdale, Fla.; WMGA, Moultrie, Ga.; WFMJ, Youngstown; KWBD, Plainview, Tex., and KVFD, Fort Dodge, Iowa.

MBS on Nov. 27 started a new weekly program titled *Foreign News*, with Guy Savage of the *Chicago Tribune* binging listeners cabled reports filed by the newspaper's European correspondents, Tuesdays, 10:15-10:30 p. m.

IT TAKES LISTENERS TO MAKE COVERAGE

First, coincidental surveys of listening habits were conducted by impartial, accurate research authorities—Ross Federal Research Corporation and Alberta Burke—in thirteen key markets in WLW's primary effective sales area—140,803 calls in all—showing the impressive scope of WLW's listening audience.

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No. R8-11
OCTOBER, 1939
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FIVE more reasons why more advertisers are buying more time and SPENDING MORE MONEY currently on WLW than at any other time in our history.

WLW
WEEKLY AVERAGE OF LISTENING AUDIENCE

TERRE HAUTE, IND. — 31.7%

Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	All Others	Don't Know
21.3%	8.9%	7.4%	4.0%	2.8%	2.1%	7.6%	14.2%

RICHMOND, IND. — 73.4%

Sta. A	Sta. B	Sta. C	Sta. D	All Others	Don't Know
5.1%	2.2%	1.6%	.9%	6.3%	10.5%

MANSFIELD, OHIO — 54.2%

Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	All Others	Don't Know
16.5%	16.2%	3.0%	2.7%	2.1%	1.1%	3.6%	.4%

LANCASTER, OHIO — 56.4%

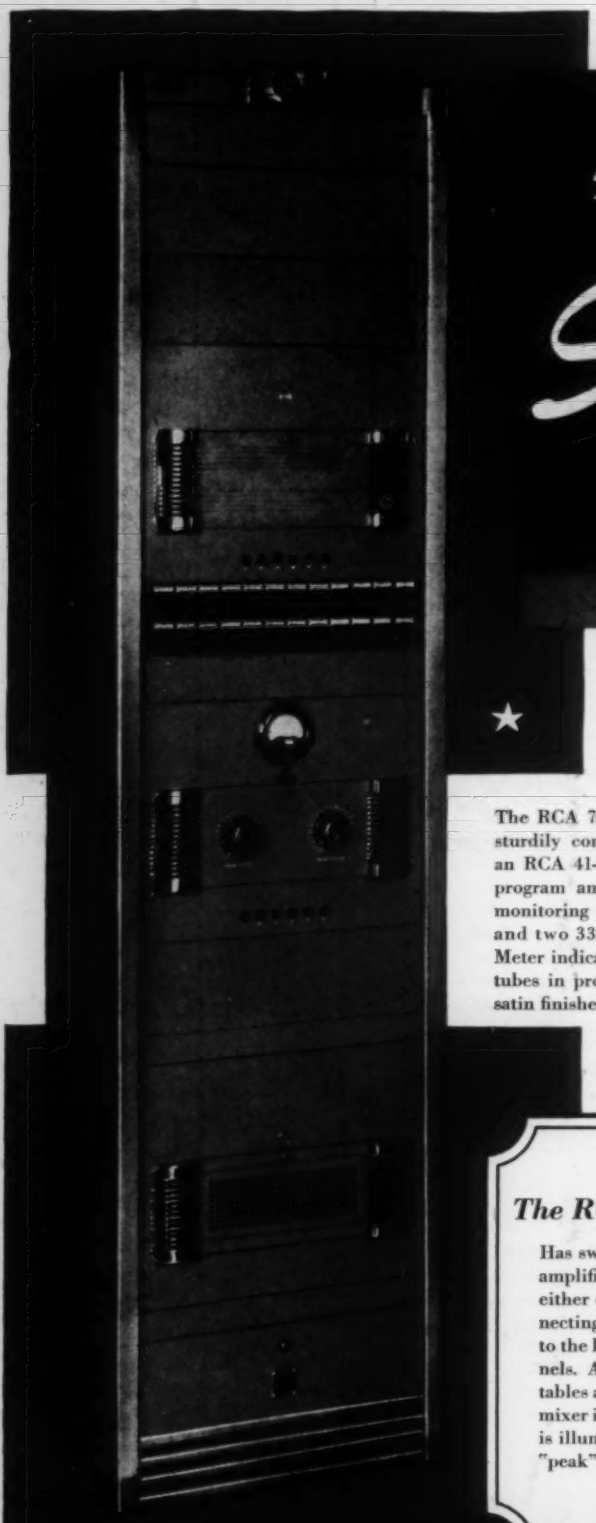
Sta. A	Sta. B	Sta. C	Sta. D	All Others	Don't Know
21.1%	5.4%	3.4%	3.1%	7.5%	3.1%

BLOOMINGTON, IND. — 51.1%

Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	All Others	Don't Know
6.8%	4.9%	3.0%	3.0%	3.0%	2.7%	8.0%	17.4%

All figures quoted are weekly listening audience averages.
These five studies will be available shortly on request.

WLW THE NATION'S *most "Merchandise-Able"* STATION



FUNCTIONAL DESIGN OF RCA 2-STUDIO SPEECH INPUT ASSEMBLY

Steps up Efficiency!

The RCA 78-B-1 Rack Assembly, a sturdily constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

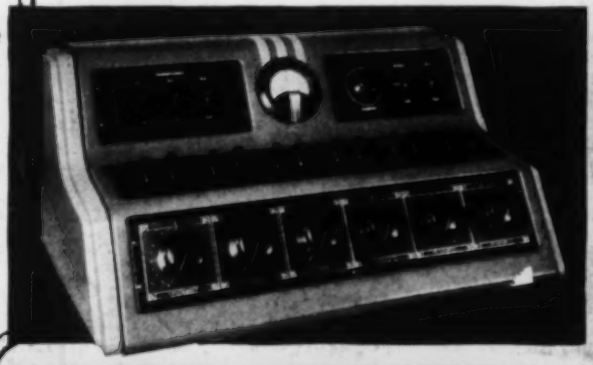
RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. A factory assembled grouping of RCA de luxe panels, it consists of three units — a cabinet rack containing amplifiers and jacks . . . control console with sloping front containing all mixing and switching controls . . . and a small relay power supply for wall mounting.

With this equipment you not only get the finest in mechanical construction and transmission fidelity — but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied on request.

Use RCA Radio Tubes in your station—for finer performance

The RCA 78-B-1 Console

Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V. I. meter is illuminated and may be set for "peak" or r.m.s. readings.



RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

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Dallas: Santa Fe Building • San Francisco: 170 Ninth Street • Hollywood: 1016 N. Sycamore Avenue